

# VOGUE



*Illustration by*

NEW MAKE-

NEW WARDROBES! NEW ACCESSORIES!

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FEBRUARY • 15 • 1935 • PRICE 35 CENTS





# the Arden Look

clear eyes  
reposeful face  
youthful skin  
happy mouth

## Farewell to Age!

If you can come to the Arden Salon regularly, by all means do so; but at least, come and learn the home treatments that will enable you to have the Arden look. Invite your friends to join you for a group lesson in loveliness at the Elizabeth Arden Salon. You need so few preparations, so little time . . . A certain skill with fingers, the right trick of patting and molding, and three essentials that only Elizabeth Arden makes.

All three are contained in the "Farewell to Age" box that costs but \$2.85, and that also has, as a gift to you, the beautiful silken Hair Protecta for use when applying creams.

Elizabeth Arden

691 Fifth Avenue, New York City

London: Elizabeth Arden, Ltd.

Paris: Elizabeth Arden, S. A.

Berlin: Elizabeth Arden G. m. b. H.

Rome: Elizabeth Arden S. A. I.

Toronto: Elizabeth Arden of Canada, Ltd.





*Agnes' double-brim Milan hat with white orange blossoms and gardenias, 22.50\**



*Le Monnier's sailor of Celestial straw with lotus blossom pins, 25.00\**



Big brims, little brims, double brims, drooping brims and brims that turn sky-ward in little-girl-rolling-a-hoop fashion. In a word, Paris is making this the "biggest brim season in years." These original models show three outstanding types that promise to be favorites from now on. We have copied them exactly in Spring suit shades and black.

MAIN FLOOR



*Molyneux's tambourine brim sailor of shiny straw and felt, 17.50\**

\* Copied

**BONWIT TELLER**  
FIFTH AVENUE AT FIFTY-SIXTH





*The Waldorf . . . at home in smartest surroundings, this fine kid Oxford rises to new heights of fashion. Exclusive new mosaic treatment of contrasting leather inlays, accented with stitching, trims vamp, instep and back of quarter. Model available in Marrona Brown, Blue and Black. It brings to your feet the flattery that is inevitable when you wear* **Matrix**



Molding your shoe to your foot, curve for curve, "your footprint in leather" brings an exclusive beauty to every pair of Matrix Shoes. This patented sole not only assures complete foot-ease, it also adds to the appear-

ance of your shoes . . . a double magic of inward comfort and outward beauty. A variety of styles at \$9.00 and up. E. P. Reed & Company, Rochester, N. Y. Matrix Style Studio, 47 West 34th Street, New York.

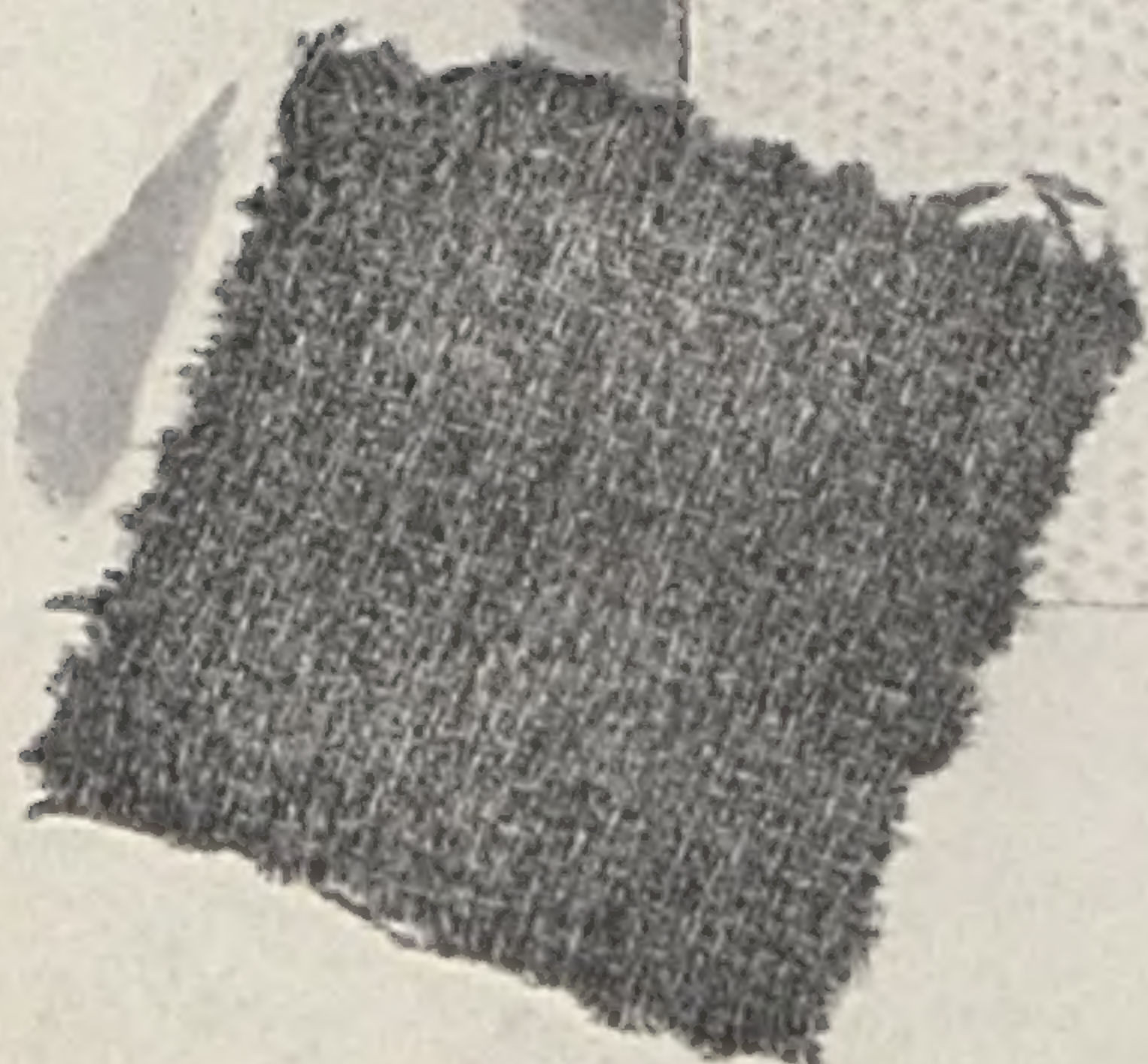
CREATED  BY REED



# JAY·THORPE

57TH STREET WEST, NEW YORK

*Designer's Original  
from Jay-Thorpe—  
of thin gray wool  
accented with white  
pique' and black  
patent leather  
85.00*



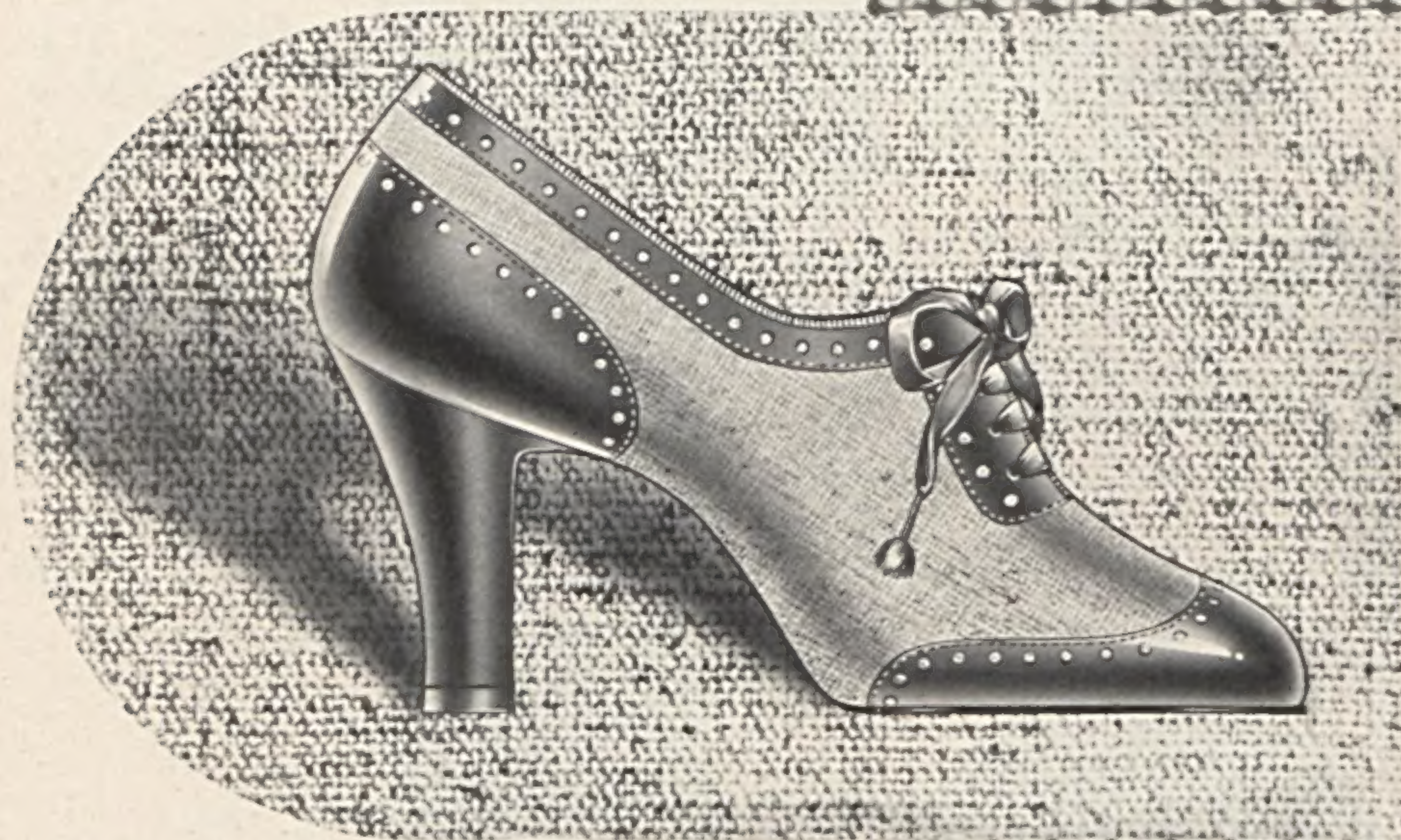


# Early notes in SPRING HARMONY



FOOTWEAR WITH A BACKGROUND

It is the combined effect of your Spring ensemble that matters—the harmonious blend that any small discordant note can disturb. Skilled artists create Jacqueline Modes with that thought in mind... to add the superb finishing touch to *your* carefully chosen costume. And their pleasing prices will strike a happy note in your Spring budget.



—A Jacqueline pump of beige Grenelé trimmed in brown calf. Also comes in white Grenelé trimmed in navy blue.



—A Jacqueline tie of beige homespun combined with brown calf and trimmed with oversize perforations.



**\$6 to \$7.50 EVERYWHERE**  
WOHL SHOE COMPANY • SAINT LOUIS



—A Jacqueline tie to bridge the gap 'tween Spring and Summer... of white Grenelé trimmed in navy blue or brown calf.





**I. MAGNIN & CO.**  
CALIFORNIA — SEATTLE







*Eugénie, - You were right!*

## It is the **FABRIC** that makes the **FASHION**

Here are 4 Fabric-firsts being used by New York's leading designers to dramatize the new silhouette for Spring 1935... They are

**FABRICS CREATED OF CROWN RAYON, THE NEW RAYON OF FASHION**

Half a hundred years ago the great Jean Philippe Worth appealed to Empress Eugénie to "save" the textile industries of France—and her gowns became the rage. The "little strategy" worked far beyond their dreams. From that date French Fabrics have been fashion leaders 'round the world — almost to this day.

BUT now the picture has changed! American fabric makers have a new magic for their looming—it is **CROWN RAYON**, the **NEW** Rayon of Fashion—and it is fabrics created of Crown Rayon that inspire the designers of this **NEW FABRIC WORLD!**

The old-world textures were mere simplicities compared to the superb fabrics of Spring 1935. Crown Rayon matelassés, crinkled, blistered and puffed crepes, "woolly textures" light as a breeze, sheers, crisp taffetas—and an endless number of novelties, are at the finger tips of the American Couture today.

And, added to their beauty and variety, these fabrics created of Crown Rayon carry with them an appeal that no wise Fashionable can resist. The **CROWN TESTED QUALITY TAG** that identifies Fashions created in fabrics of Crown Rayon means that these textures have been officially tested for: 1. Fabric construction. 2. Color fastness. 3. Dry cleanability or washability, and general wearing qualities.

The Fashion-firsts of Spring are now being created for you,—in the Fabric-firsts of the **NEW Fabric World**—identified by the **Crown Tested Quality Tag**—Look for it when you buy.

**TAM TAM**  
Blend of  
Crown Rayon  
and Cotton.

**DARBY  
MATELASSE**  
Blend of  
Crown Rayon  
and Seraceta.

**SHOREWAVE**  
Blend of  
Crown Rayon  
and Seraceta.

**PUFFLASSE  
SHEER**  
Blend of  
Crown Rayon  
and Seraceta.



*A Fabric Created of Crown Rayon... It's Tested!*



# At La Fonda

*"The Inn at end of the trail"*  
Wamsutta awaits you

Ask a traveler about old Santa Fé and he will tell you that its famous Fred Harvey hotel *La Fonda* is without an equal anywhere in the world.

Then speaking of its comforts, as he is sure to do, he will describe to you how wonderful it was to find such beds, such cool, luxurious sheets away out there in the New Mexican Rockies . . . in "the Inn at the end of the trail." His wife, who looked at the labels, will tell you that the sheets and pillow cases were all Wamsutta.

This hotel has tested Wamsutta in its own laundries and proved that, although it may cost more at the start, a Wamsutta sheet's *longer life and superior qualities warrant the additional expenditure.* Which, of course, is exactly what thousands of women are discovering every time their sheets come back from the laundry.

WAMSUTTA MILLS *Founded 1846* NEW BEDFORD, MASS.

## WAMSUTTA

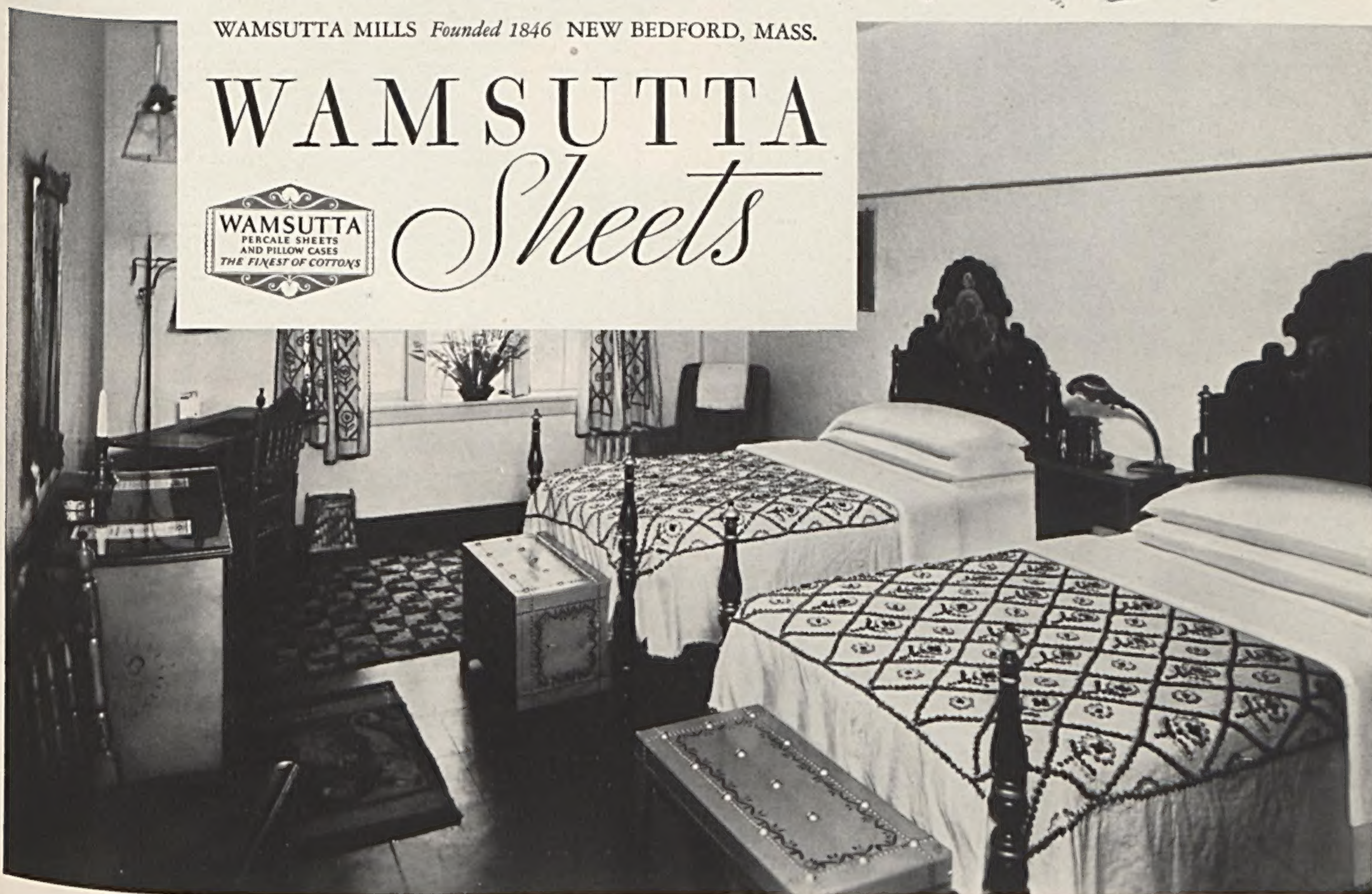
PERCALE SHEETS  
AND PILLOW CASES  
THE FINEST OF COTTONS

## *Sheets*

*La Fonda*

THE HARVEY COMPANY

*Santa Fe, New Mexico*







## *Wear-a-Beau* "DRESSMAKER" Prints



**THIRSTY FOR NEW CLOTHES** with "dressmaker" softness. Wear-A-Beau Prints are born for it. This mellow, fine texture is developed entirely from Du Pont Superfilament Rayon. Clear-eyed prints. Supple "hand." Even the simplest dressmaking looks like a million dollars. And what economy! The Wear-A-Beaus are as bright as new after much washing and ironing. To top it all, they're easy to sew. No wriggling, raveling, no pulling at seams. See the galaxy of patterns—the Easter parade of colors in the finer stores from coast to coast.

James McCreery, New York . . . Marshall Field & Co., Chicago . . . Woodward & Lothrop, Washington . . . J. W. Robinson, Los Angeles . . . Halle Bros., Cleveland . . . Famous & Barr, St. Louis . . . The Dayton Co., Minneapolis . . . Stewart's, Baltimore . . . Sanger Bros., Dallas . . . Frederick & Nelson, Seattle . . . Selfridge & Co. Ltd., London  
Wear-a-Beau Prints are a Beau Monde Fabric by Marshall Field & Co., Manufacturers, Chicago . . . New York

## WOVEN OF DU PONT RAYON





**Artist Model**, the all-in-one with detachable brassieres to fit any figure type. Controls the diaphragm, slenderizes and molds. Remove the bra for laundering; interchange to suit the occasion, such as low-back for evening. From \$6.50 to \$25 for the complete garment. Extra bras from \$2. up.

(The style illustrated, No. 8610, is \$10.) **Made by American Lady**

*Very truly yours*

Made by American Lady . . . that's important! It means impeccable styling...exacting workmanship. It means that this garment has been cut by hand and individually sewn . . . just as your dressmaker makes your smartest gown! No matter what type of foundation you desire you will be best served with an American Lady product.

American Lady designs garments for all figure types. Your favorite corsetiere will help you select a foundation made by American Lady and created especially for *your* type of figure.

**AMERICAN LADY CORSET COMPANY • INC.**

148 MADISON AVENUE, NEW YORK

**AT THE BETTER STORES AND SHOPS**



### **American Lady**

*elastic side panel girdles and all-in-ones, designed for the woman seeking firm restraint. From \$3.50 up. (Girdle illustrated, No. 845, is \$5.)*

**Made by American Lady**

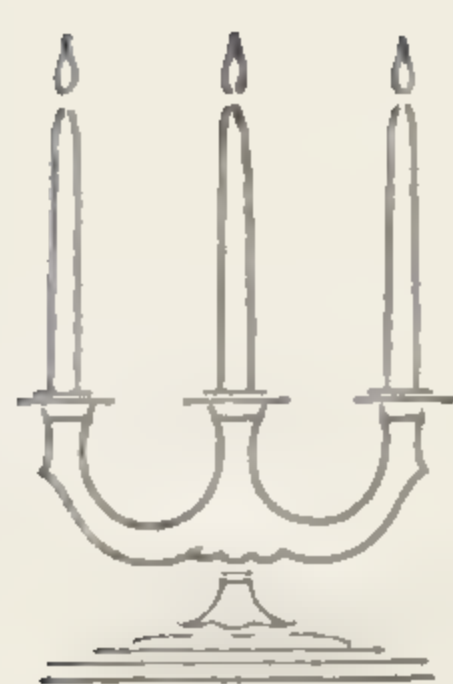


**Miss Today** two way stretch girdles and all-in-ones. The molding qualities of a real foundation; the freedom and comfort of two-way stretch elastic. From \$2.50 to \$12.50. (The all-in-one illustrated, No. 4970, with two-way stretch back, is \$5.)

**Made by American Lady**



# Candlelight and the Gleam of Sterling



Soft candlelight adds a romantic touch to the new bride's dinner table . . . and turns the spotlight on her silver! Candlelight and Aristocrat, just announced by TOWLE, are the very newest in sterling . . . solid silver. Like all TOWLE patterns they will be in style and in open stock for years. Their price is most reasonable . . . a twenty-four-piece set, about \$59.50.

**CANDLELIGHT**—The beauty of flickering candlelight reflections in the flowerets and tendrils adds to the table a Renaissance luxuriousness, rich and lovely.

**ARISTOCRAT**—The long flowing lines and softly rounding curves make it truly an aristocrat. Note especially the *Grecian knife*. Here is new beauty for the bride's table—an ensemble with the pleasing simple lines and classic beauty of the art of ancient Greece. To really appreciate it you should see and handle it.



**FREE**—Pictures and prices of all TOWLE patterns, with chart of preferred engraving suggestions.

**NEW BOOK FOR BRIDES**—only 10 cents—"How to Plan Your Wedding and Your Silver." Tells what to do three months in advance . . . two months . . . six weeks . . . three weeks . . . last week . . . last day . . . with four pages for the groom. Emily Post on silver—twenty-four fascinating pages. Very practical and a priceless record.

THE TOWLE SILVERSMITHS, Newburyport, Massachusetts  
Bride's Personal Service—Dept. K-2

☐ Please send me free information, especially on \_\_\_\_\_ pattern.  
☐ I enclose 10 cents for the new book.

Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

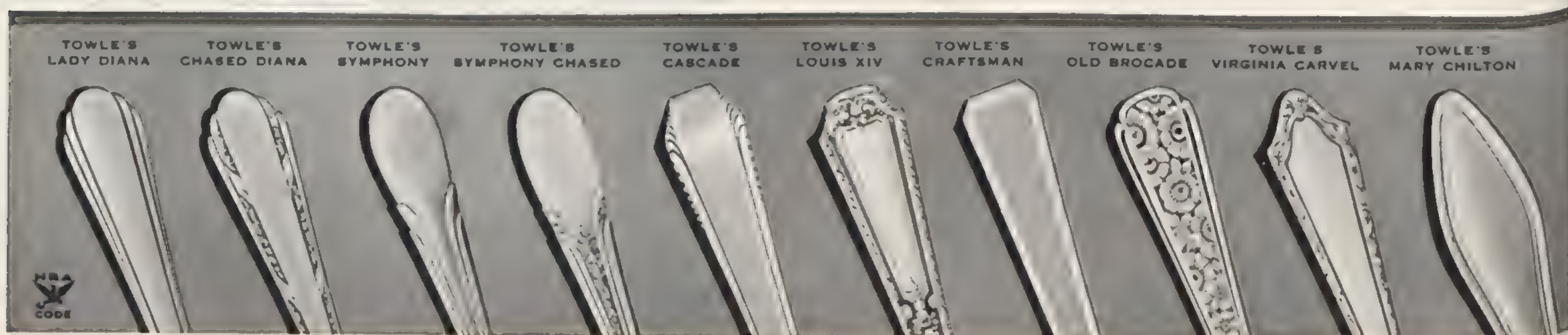
The new  
Candlelight  
BY TOWLE

The new  
Aristocrat  
BY TOWLE

## TOWLE

Makers of STERLING only — with unbroken craft traditions

SINCE 1690





ATTENDANCE BY CARD—

# "Fragrance" BY YARDLEY



HER GOWN—her wrap—her jewels may be reported in international society columns the night after you've seen her dancing in London's smartest hideaway . . .

But you will find never a word of the aura of glamour that surrounded her. . . Perhaps, because such matters are too subtle entirely for the mundane pen.

Time and again in these Mayfair rendezvous you've been conscious of that sudden catching breath of brilliance . . . an elusive sparkle that seemed to characterize some lovely creature as poignant, beautiful, wistfully perfect and divinely gay.

That's when you recognized the spell of Yardley's formal "Fragrance" perfume. And made a note to trace it down and have it for your own some day. Now you need not go to London to surround yourself with this charmingly sophisticated brilliance. For now America has "Fragrance" by Yardley, London's smartest perfume also.

As well as Fragrance powder, a great perfumer's contribution to your skin's perpetual radiance. (In subtle colors, it is soft and very lasting.) Will you go on exploring . . . and have the bath salts, and powder, talc, compact in the same entrancing fragrance? If you're perfectionist enough, it's what you're bound to—so we've placed them all (at no great price) nearby at your disposal! At any fine cosmetics counter . . . for sparkling occasions when you want to sparkle too!

Yardley & Co., Ltd., 620 Fifth Avenue (Rockefeller Center), New York City; 33, Old Bond Street, London; and also in Paris, Toronto, and Sydney, Australia.

"FRAGRANCE," the perfume, is \$8.25, \$4, \$2.20, \$1.10. The face powder, "Fragrance," \$1.10 in English Peach, with a subtle glow, and five other exquisite shades. Other "Fragrance" things not shown: bath salts, \$1.10; talc, \$1.10; dusting powder, \$1.65; compact, \$1.10.

BY APPOINTMENT  
TO HER MAJESTY



THE QUEEN OF  
ENGLAND





**MEMORIZE THE WORDS  
"DRAMATIC SIMPLICITY"**

... for that is the keynote of Spring fashions and here we've given you two advance styles that are just what you will need.

The cape coat at right is a high style of the season, and we've had it made so that it is practically two coats in one. The cape comes off and the coat, with its slightly dolman sleeves, is ideal for separate furs and scarfs. In Botany's Matelasse Worsted, one of the season's richest monotonous. Navy, grey, beige, and black. Sizes 12 to 20. \$29.75.

That touch of taffeta you'll be looking for is beautifully simplified on the stitched wings of this two-piece suit. When you try it on, you'll discover that its fine broken-diagonal worsted by Botany has a capital way of making you look very slim. Sizes 12 to 20. \$29.75.



**SETTLE  
THE MATTER  
OF QUALITY  
BY ASKING  
FOR**

**Best & Co.**  
FIFTH AVE., NEW YORK  
AND SMART STORES  
EVERYWHERE

# Botany Worsteds



## FRANK TALK ON FIGURES

FIGURES aren't born, they're made. Nine times out of ten those knockout lines you gaze on with green-eyed envy aren't the gift-of-the-gods at all, but the product of a doggone good foundation garment. That doesn't mean armor-plate and bedpost lacing; those days have gone forever, thank heaven! Be soft, supple, is the motto now, but keep an eye on the controls. There's one group of foundations that does a whale of a job (without whalebone) on any figure that doesn't require special corseting. They're Carter's—and the secret of the whole thing is that they're

### FITTED IN THE KNITTING...NO SEAMS

These knowing little trifles (some of them aren't much bigger than a postage stamp in the hand, but don't let that fool you) are made with a trick spiral construction of "Lastex." It winds round and round you like the string on a top, twisting here, tightening there, curving some other place, and the result is a firm and determined way with diaphragms, waist-lines, thighs and rear curves. Once in a while they have a bone or two or an extra panel, in case your tummy's particularly independent, but most of the time the spiral does the job by itself...and mighty well, too.

Take your pick of types—regular girdles to wear with bandeaux, dashing little all-in-ones, pantie girdles that reduce dressing to a minimum—Carter makes them all, and pre-shrinks them so they'll continue to fit after washing. The prices are swell. Girdles, \$1.50 to \$7.50. All-in-ones, \$3.50 to \$8.50. Bandeaux, 75¢ to \$3.50. So cheer up, there's hope for all of us.

DRESS AND NEGLIGÉES BY MILGRIM . . . . . FOUNDATIONS BY CARTER



● **DOLL-MODE** (top right) Packs a world of smoothing into a few square inches. Designed for slimsters. Even sizes 24 to 30. Banjo Bandeau. Even sizes 32 to 38.

● **SNUGFLEX** (lower left) a boneless all-in-one that sleeks thighs, snugs diaphragms, gives new lift to bosoms. White and French Peach. Even sizes 30 to 36.

● **TEENS V** (lower right) a pantie-girdle that the young fry wear with everything. Even sizes 24 to 30. Banjo Bandeau of lace and "Lastex," even sizes 32 to 38.

The William Carter Company, Boston, New York, Philadelphia, Cleveland, Chicago, San Francisco. Home Office, Needham Heights, Mass. Made and sold in Canada by Eisman & Co., Ltd. Toronto. In British Isles by Carter's Foundations, Ltd. London.



*Carter's* FOUNDATIONS  
Pre-shrunk



# DELMAN SPONSORS

A NEW FABRIC

*Cut out for*

TROPICAL COOLNESS



**DELMAN** PRESENTS **SOL-LIN**  
MADE FROM SOLKA  
one of the smartest new fabrics for resort footwear, because  
it is cool, practical and easily cleaned. In the skilled hands  
of Delman, the rough, wide weave combines handsomely with  
smooth calf, to make this lovely spectator pump one of a group  
of similar models which is rapidly setting a vogue for summer.

# DELMAN

SOLD AND FEATURED EXCLUSIVELY BY THE BETTER STORES IN PRINCIPAL CITIES  
THE SAKS-FIFTH AVENUE SHOPS

IN NEW YORK • CHICAGO • PHILADELPHIA • PITTSBURGH • MILWAUKEE • MIAMI • PALM BEACH • WEST END • HEMPSTEAD • SOUTHAMPTON

Baynham Shoe Co., Lexington, Ky.  
Roy H. Bjorkman Inc., Minneapolis, Minn.  
Bon Marché, Sacramento, Cal.  
John A. Brown Co., Oklahoma City, Okla.  
Brown-Dunkin Co., Tulsa, Okla.  
Cotrell & Leonard, Albany, N. Y.

Famous-Barr Co., St. Louis, Mo.  
Julius Garfinckel & Co., Wash., D. C.  
Phil M. Halle & Son, Memphis, Tenn.  
Harzfeld's, Kansas City, Mo.  
The Higbee Co., Cleveland, Ohio  
Huggins, Los Angeles, Cal.

Huggins, Pasadena, Cal.  
Huggins, Santa Barbara, Cal.  
C. Crawford Hollidge, Boston, Mass.  
Imperial Shoe Store Inc., New Orleans, La.  
Neiman-Marcus Co., Dallas, Texas  
Harry Perkins, Inc., Seattle, Wash.

Ransohoffs, San Francisco, Cal.  
Regenstein's Atlanta, Ga.  
Sakowitz Bros., Houston, Texas  
Sax Kay, Detroit, Mich.  
Scruggs-Vandervoort-Barney, St. Louis, Mo.  
Sommer & Kaufmann, San Francisco, Cal.





FABRIC BY MAXWELL TEXTILE CO., INC.

**HARMONIE DU PRINTEMPS**—New as the first robin, young as Spring itself—two charming examples of the latest mode. Created in Dragonette, a diagonal-striped fabric of "Acele," the luxury yarn of fashion—lusterless, soft and slimming. Touches of pastel faille highlight the snug jacket treatment on the left. Bright-toned paisley strikes a quaint Regency note in the collar, fichu bow and deep cuffs of the slim frock at the right.



A few of the high-class shops where these frocks may be obtained: TAILORED WOMAN, Inc., New York . . . JOHN WANAMAKER, Inc., Philadelphia . . . MARSHALL FIELD & CO., Chicago . . . FRANK R. JELLEFF, Inc., Washington, D. C. . . . C. CRAWFORD HOLLIDGE, Boston . . . MEIER & FRANK COMPANY, Portland, Ore. . . . I. MAGNIN & CO., California & Seattle



Cocktails for two lose their charm  
when you're  
*two feet from happiness*



Photo by Jules Pierlow

Get into *Naturalizers* and get more out of life



• Cocktail time. Light-hearted interlude. Spirits keyed high. A perfect setting for happiness.

• But happiness and fretting feet don't mix. Just ask the woman who spends her life *two feet from happiness*.

• Right now she would propose a toast to Naturalizers if she but knew the caressing comfort of these truly smart shoes fashioned on Dr. Sawyer's *plus-fit* lasts.

• Write for catalog of styles and name of nearest dealer. Blue Ribbon Shoemakers, St. Louis, Mo.

## Naturalizer Shoes

SIZES 3 TO 11 • • WIDTHS AAAA TO EEE

MOST STYLES \$6.50

SLIGHTLY HIGHER WEST OF THE ROCKY MOUNTAINS







"Blue Spring" in  
*Stehli's*  
 SHEER  
 TWILL  
 of  
 CELANESE\*

IN advance of the park's first crocus, spring arrives in town, in a deep blue afternoon ensemble of "Sheer Twill," worn by Miss Gwili André. This deep blue is spring's color favorite—rich and glowing—first cousin to navy. And Stehli's "Sheer Twill" is fashion's new fabric love—a semi-sheer that Celanese yarn makes lightly draping, sergy, soft as pollen. The trimming is quilted taffeta—that new fantasy—applied in wide bandings on the fingertip jacket . . . dress closing . . . tiny pockets. \$49.75

ALTMAN'S, NEW YORK ✦ BULLOCK'S, LOS ANGELES ✦ NEIMAN-MARCUS CO., DALLAS  
 CHASNOFF, INC., KANSAS CITY, MO. ✦ KAUFMAN'S, PITTSBURGH ✦ BLUM'S, CHICAGO

\*Trade Mark Reg. U. S. Pat. Off.



# *The Vogue of* METAL MESH...



● Illustrated is the season's newest accessory combination in gold finish metal mesh, with black and white enamel decorations, created by the Whiting & Davis designers. The vogue of Metal Mesh accessories for daytime, afternoon and evening wear is sweeping the country. Gorgeous combinations of metal mesh in silver finish, gold finish, silver and gold finish with colors and variations of all the new seasonable colors are now being shown by smart shops everywhere; or, you may select from the Whiting & Davis collection at your favorite store individual mesh bags, collars, capes, cocktail jackets, cuffs, hats, compacts, cigarette cases and many other fashionable accessories.

NRA  
MADE IN  
MESH  
WHITING & DAVIS CO.  
BAGS  
THE U.S.A.

**WHITING & DAVIS COMPANY** Plainville (Norfolk County) Massachusetts • New York • Chicago





*For  
Loveliness  
Alluring*

● Make your Du Barry beauty treatment a *daily* ritual! First, the basic cleansing duo... Du Barry Cleansing Cream—Du Barry Skin Tonic and Freshener. Then the correct emollient cream to stimulate lazy tissues—smooth out wrinkles (Du Barry Special Skin Food for dry skin—Du Barry Tissue Cream if the skin is oily). For the exquisite finishing touches—use Du Barry make-up. You'll feel gloriously fresh—your skin clear and radiant after this 15-minute ritual! There is "salon science" in the Du Barry Hand Principle Treatments—ask for the booklet when you buy your Du Barry Beauty Preparations. Sold in fine shops everywhere.

☆

☆

*Richard Hudnut*

NERVES TAUT? Then supplement your daily beauty care by having a Du Barry Special Treatment at the Richard Hudnut New York Salon—693 Fifth Avenue.

**DU BARRY**  
*Beauty Preparations*

*New York*

**RICHARD HUDNUT**

*Paris*





BRING YOUR FIGURE INTO LINE

*this easy way*

... In the new garments that slip on and off with ease, because of this slide fastener ...

ITS CORRECT NAME IS **TALON**  
REG. U. S. PAT. OFF.

More control . . . yet greater freedom . . . when you tailor your figure to flatter your frocks with the new Talon-fastened garments.

This seamlike slide fastener makes it possible to get into a corset without a wriggle or a struggle . . . then close it up to fit your figure snugly yet comfortably. As it slides into place, the Talon fastener locks automatically, and stays fast against all strain no matter how active you are.

Garments with this slide fastener are available in every price range, in types for every figure and for every costume need of the day and evening.

Look for the name on the slider to be sure you get the genuine Talon fastener when you buy your corset.

*The garment illustrated has a centerback Talon fastening assuring convenience.*

*Talon is the only corset fastener with automatic lock. Let go slider—it's locked, fast. Lift slider—it opens swiftly.*



HOOKLESS FASTENER CO., MEADVILLE, PA. • NEW YORK • BOSTON  
PHILADELPHIA • CHICAGO • LOS ANGELES • SAN FRANCISCO • SEATTLE



# GO PLACES COMFORTABLY

*in this perfect in-between season oxford*

*a new ENNA JETTICK*

Fairly bursting with fashion points... Dark color... (dull black or brown kid) to wear now... Brightened... by lighter stitching in tune with Spring... Just high enough for wear right now and later. Featuring that kindly fitting and ease-on-the-foot

which have made Enna Jetticks famous. Any foot can be correctly, comfortably fitted in Enna Jetticks.

And you need no longer be told that you have an expen-

sive foot, for Enna Jettick Shoes are only \$5 and \$6.

*Sizes: 1 to 12. Widths: AAAAA to EEE.*

## ENNA JETTICK

AMERICA'S SMARTEST WALKING SHOES GO PLACES COMFORTABLY



### MOLLY #5

Your dealer has this shoe along with many other new fashion-designed shoes, and those tried-and-true models you have always liked.





## WOMEN'S COLLEGE

## MARYMOUNT COLLEGE

Accredited. Resident and non-resident. Confers B.A., B.S. Degrees. Music, Art, Pedagogy, Journalism, Household Arts, Dramatics, Secretarial, Pre-Medical, Athletics. Branches—Paris and Rome for foreign study. Address REV. MOTHER, TARRYTOWN, N. Y.

## GIRLS' SCHOOLS

## THE KNOX SCHOOL

A country school with high academic standing. Junior High. College preparatory. Special training for C.E.B. examinations. Advanced diploma courses—2 years. Art, Music, Drama, Sports. MRS. E. RUSSELL HOUGHTON, BOX V, COOPERSTOWN, N. Y.

## MARYMOUNT SCHOOL

## AND JUNIOR COLLEGE

Resident and non-resident. Accredited Upper and Lower Schools—College Prep. Music, Art, Dramatics, Sports. Branches Paris and Rome for foreign study. Address REV. MOTHER, TARRYTOWN, N. Y.

## BRIARCLIFF

Junior College: Liberal Arts, Music, Art, Home Economics, Theatre Arts, Business, Architecture. Separate college preparatory and general group. Golf, riding, swimming pool. New York advantages. BRIARCLIFF, BOX V, BRIARCLIFF MANOR, NEW YORK

## ANDRÉBROOK

A small unique school for girls emphasizing contact with the cultural resources of New York. College preparation or special work. Riding featured. Foreign branch in Munich. Catalogue on request. MISS LILLIAN CLARK WEAVER, TARRYTOWN, N. Y.

## MISS BEARD'S SCHOOL

College preparation and general courses. Junior and Senior High School. Household and Applied Art. Music. Small classes. Excellent health record, varied sports program. Booklet. LUCIE C. BEARD, HEAD-MISTRESS, BERKELEY AVE., ORANGE, N. J.

## OGONTZ

Prepares thoroughly for college and offers general courses. Junior College standard. Develops appreciation of the best in Literature, Art and Music. Home-making course. Junior School, Rydal Hall. ABBY A. SUTHERLAND, OGONTZ SCHOOL P. O., PA.

## ROBERTS-BEACH SCHOOL

College preparatory school, 6 miles from Baltimore, 35 miles from Washington. Small classes, high scholastic standing. Music, art. Variety of sports. Catalog. LUCY GEORGE ROBERTS, PH.D. and SARAH M. BEACH, PH.D., BOX V, CATONSVILLE, MARYLAND.

These schools will give special consideration to letters from readers who mention VOGUE.

## CHEVY CHASE

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## Conversation Piece

To be able to read French is one thing... to understand spoken French is another... to make a Frenchman understand you is the supreme triumph. Mlle. Tatiane Gougoltz, who has a studio in the Murray Hill section of New York City, is a genius at teaching the last two. They go together, she says. If your ear has not been properly trained, you will have difficulty in recognizing even a simple "*ça ne marche pas*" when you first meet it in casual conversation. Mlle. Gougoltz has three secrets which many people who have studied the language for years do not know! After a short time in her classes, so we hear, the stubbornest Anglo-Saxon tongues find themselves falling into the correct rhythms and cadences... without which French is not French.

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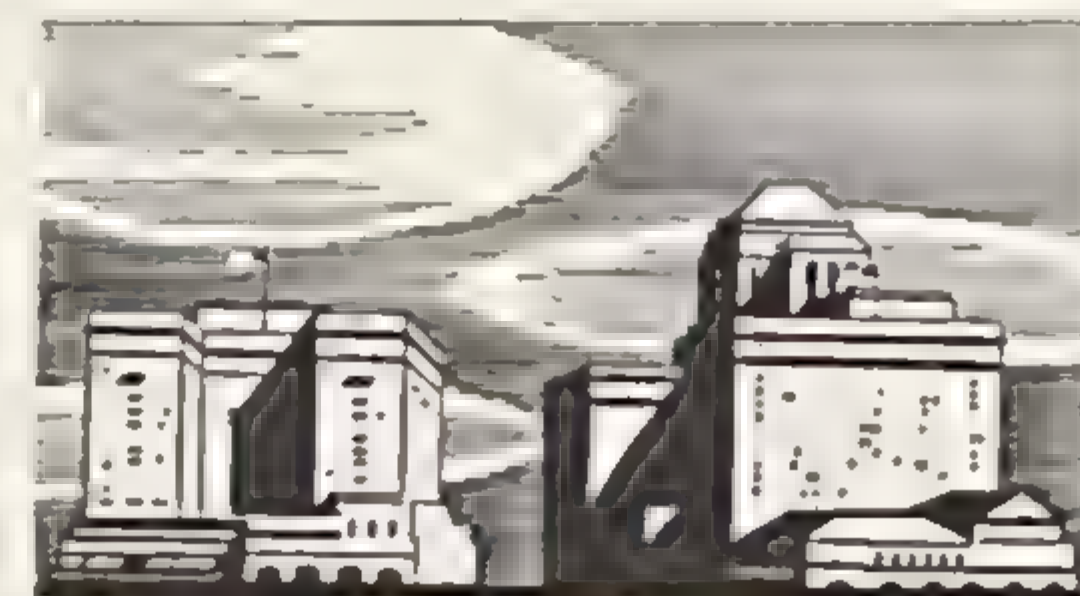
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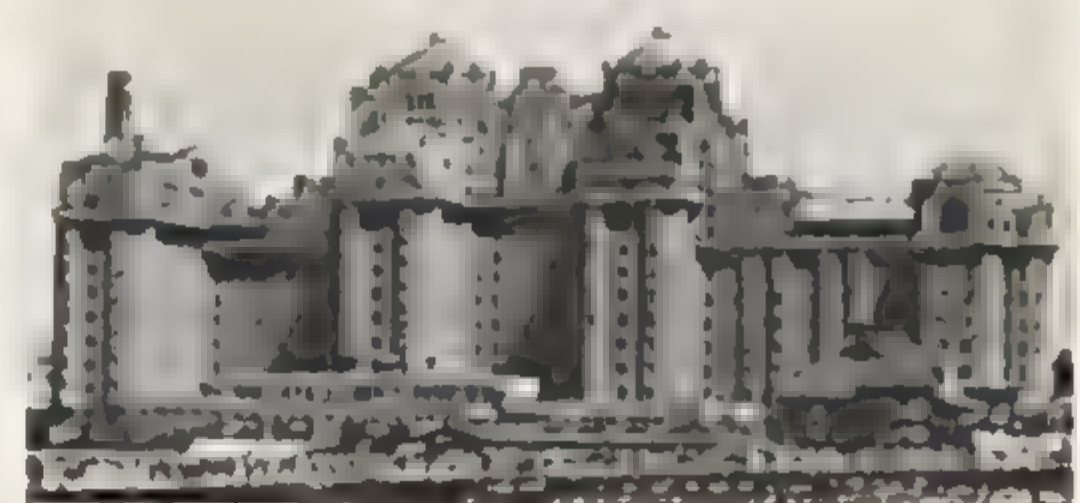
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Vogue Covers

### Fashion training



• The mode has many facets. The past quarter of a century has seen it grow to a great and powerful industry, wheel turning within wheel, involving the interests and the livelihood of thousands upon thousands of persons. None of us can escape fashion; few would want to do so; and most women court it because of its very definite allure.

As a career, too, the field of fashion beckons. Débutantes scarcely out acquire ambitions which they realize by working in shops, posing for fashion photographers, and taking part in mannequin parades. Unflinchingly, young women fresh from college acquire a new and very different degree by going through the squad course of a large department store—in some ways, a difficult, but, in every way, an excellent training course. Schools of design and fashion art offer the scholar valuable courses, and are well filled. And, although the field is overcrowded with just average and mediocre ability, there is still not nearly enough really outstanding talent.

Always, too, along with this yearning of women to do something in what they fondly think of as the "fashion game," is a vagueness, an unsatisfied curiosity as to what they should do to fit themselves for such a career. Personally, we can speak with a sigh of experience, for our reception-room is frequently lined with young women who come to ask us questions, who want to know how we became editors, what it means to be a stylist, how they can train to be fashion coordinators, or designers, or buyers, or advertising copywriters, and so on ad infinitum. All of this is very interesting and has its place in educational missionary work, but—it does take time! But finally, we know the answer, and a very satisfactory one, too. All ye who are fashion-inclined, do know that a practical training course is being given right now, at The Fashion

Group, 30 Rockefeller Plaza? Each evening at 7:45, if you enrol in this course, you may have the benefit of a well-rounded program which outlines the essentials of fashion training and merchandising. This course discloses the fundamentals, outlines the various phases of fashion work, shows how to fit the person to the position. Each program contains a number of speakers, all of whom are successful executives and are ready to share a wealth of valuable information gathered during their own careers. Although you may have missed a few of the talks thus far, it will still be worth while for you to enrol if you are serious about this subject. The cost of the entire course is only about \$15, and subscriptions may be sent directly to The Fashion Group. The subject for February 20 will be Accessories and Hosiery, showing in a practical manner how the styling, promoting, and merchandising of these important items are handled. The subject for the following week will be Ready-to-Wear and will concentrate on the department store. Fabrics, Cosmetics, House Furnishings, and the Fashion Press are among the subjects dealt with subsequently in the series, which lasts through March 27.

### Castanets



• You wouldn't know about little South America in New York unless you hunted it out. It keeps to itself, has its own shops, movies, and places of amusement. But, if you want to make the trek up to that neighbourhood, you'll be made to feel at home and welcome. The district lies from One Hundred and Tenth Street to a few blocks northward, from Fifth Avenue to Lenox, or thereabouts.

Your first stop might well be at El Toreador—very easy to find at 7 West One Hundred and Tenth Street. Don't think that you are just "going slumming." You'll be charmed with the atmosphere. Although it isn't pretentious, it has a real charm, from the quaint Spanish bar, through

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# the town

the gates to the little tables grouped around the dance floor. Young beauties and blades from the Quarter are there—dining, dancing, or having supper—enjoying themselves in a quiet, graceful way that is pleasant to see. There is none of that strange, self-conscious strutting which American young people of certain of the middle strata mistakenly indulge in and which is so tiresome to watch at certain *locales* around Broadway and the upper West Side. At El Toreador, I had one or two couples on the floor spotted as professionals who must be part of the show. But not at all. Just youngsters of the neighbourhood practising a few fancy and well-executed steps. About half-way through the dinner-hour, the rhumba band played a fanfare, and the floor show began. I couldn't possibly find any fault with it except that it was too short. There was one blond beauty—that rare and very attractive Latin type—who was a striking contrast to another feminine dancer of the fiery brunette persuasion. And there was a young Porto-Rican who was in really excellent voice. He could serenade me painlessly any evening. Maestro José Escarpenter and his Toreadores provide the peppy and continuous music. The clever revue is called "Spain in Harlem." I must say that if you haven't seen Fermin and Mara, you haven't watched a typical Spanish dance team. It is all very tropical and pleasant.

## Tea-room extraordinary



• There are in this city of diversity many restaurants tucked away in innocent-looking buildings—usually apartment-houses. If these eating places are not especially good, they are not worth a thought and wear a rather deserted, forlorn air. But, if they are good, the canny public will soon ferret them out. Witness the place that Jane Davies has over at 145 West Fifty-Fifth Street. Before the luncheon or the

dinner-hour is over, scarcely a table is vacant. The reason is not obscure. Prices are moderate, the food has that wholesome, home-cooked taste, and the service, by Filipino waiters, is quiet and attentive. Miss Davies chooses every menu, is on hand in person to see that all goes as it should. You'd be surprised to know the sort of dinner to be had there for just a small green bill. Or, for a trifle more, you may have wine with your meal. The varied menu offers distinctive, personally supervised dishes, such as black bean or barley soup; crisp salads with a special Jane Davies dressing; chicken pie of the old-fashioned variety, or broiled chicken fresh from the farm; and irresistible desserts, such as apple roly-poly with ice-cream sauce (though, if you are dieting, better choose grapefruit sherbet, which is pretty different, too).

## Pleasant atmosphere



• Everybody loves that soft and seductive rhumba music. It seems to me that the management of the Sherry-Netherland has been pretty smart to take Joseph Zatur's band (when they aren't playing at Place Piquale). A very chic crowd gathered Saturday afternoon when they gave their initial performance. Now, they are functioning not only during the cocktail hour, but also at dinner. Manuel Vandespino, Mexican baritone-tenor, is the soloist.

## Neapolitan style



• People who like his honest Italian cooking are faithful to Pietro Donini and don't seem to mind a bit that he seats them practically on the Third Avenue El. The spaghetti, and the steaks with mushroom sauce, and the green salads are traditional, but don't expect stylish service. My advice, however, is to (Continued on page 29)

# TURNER'S GOWNS LTD.

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## Cruise Clothes

ADVANCE EARLY SPRING SHOWING OF  
TAILLEURS . . . COUNTRY CLOTHES . . . EVENING GOWNS  
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At last! They've arrived! The new exclusive Paris millinery fashions personally chosen by our Miss Leone Evans at the Spring Openings and rushed here in time for copying. You are invited to view the collection now in the Millinery Salon, Third Floor.

**JAMES McCREERY & COMPANY**  
FIFTH AVENUE 34th STREET NEW YORK



The "GAD-ABOUT" suit for Spring, in the classic tradition, man-tailored in Strong-Hewitt tweeds. Multi-colored mixtures for the jacket and slot-pleat skirt. Plain monotone for the straight box top-coat with mannish vent back. Navy, brown or black contrasts. Exclusive! Misses' Sizes. Suit Shop, Fifth Floor 39.75

**JAMES McCREERY & COMPANY**  
FIFTH AVENUE 34th STREET NEW YORK

## VOGUE COVERS THE COUNTRY



It is never too late to go South. Now that the March winds and rude rains are soon to inundate us in a long stretch of sunless days and slushful weeks, we implore you to go South. But really South . . . among the red Hibiscus, the Royal Poinciana, the Australian Pine, and the Eucalyptus trees. Among the clouds of butterflies and orange groves and shimmering white sands. Follow us along and hear of the charming high spots from Daytona Beach, down through the Keys, and all the way to Guatemala, the little bit of old country that's causing all the talk.

Daytona Beach, Florida, is apt to mean only one thing . . . namely, a wide, hard beach on which periodically an Englishman with dreadful perseverance races a bright blue car at such a terrific rate of speed that the crowds of Daytona actually reel for one fraction of a second and then relax for another seven years. We want to dispel the connotation of speed and fast living and talk of those relaxing years between the periodic Englishman.

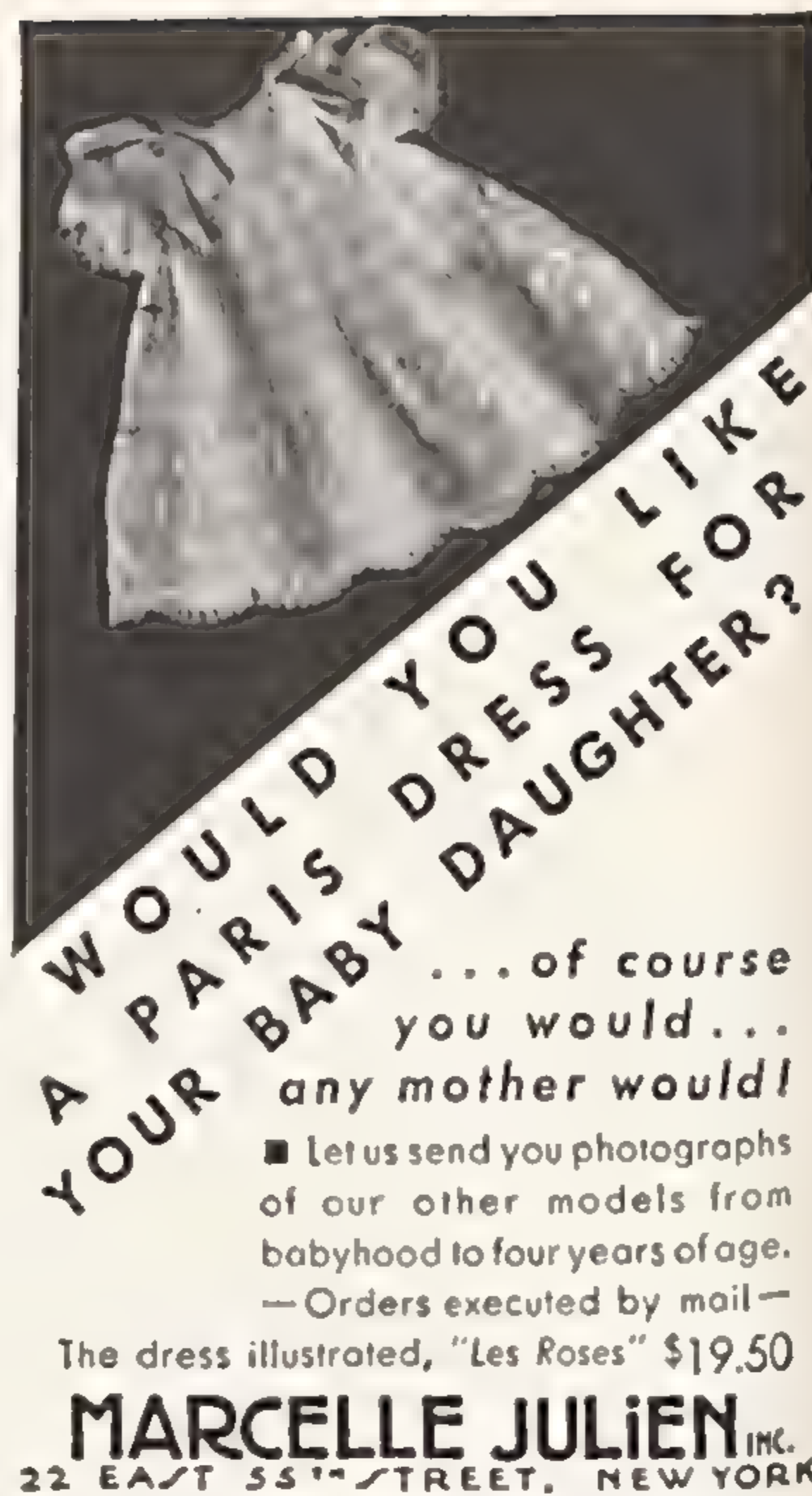
For instance . . . the Van Buskirk Studio, at 518 North Atlantic Avenue, is just the place where you will want to roam about. Here you find American, Spanish, and Italian antiques, beautiful Venetian glass, original wallpaper designs, imported and domestic hand-woven fabrics, curtains, hangings, and garden furniture. There are gifts here ranging from about \$1 to \$500 or more. And free suggestions by the score from interior decorator Mrs. Van Buskirk herself.

### Florida shopping

• On the second floor of this studio, there is a fascinating little two-by-four shop called Susan and Katinka. Here, you find all manner of sports clothes: imported tweed suits, soft and lovely, for only about \$35; Shetland sweaters for around \$10; hand-knitted hats, belts that intrigue, alpargatas, sea-satin bathing-suits that make you feel like a slippery siren sliding on the coral reefs of Capri. And dresses and scarfs and canes and gadgets.

Right next door is the Clarendon Hotel, where you can get the most wonderful stone-crabs for lunch and feast away, while your eyes gaze out over the very blue ocean. These stone-crabs, by the way, are terrific to catch. The natives down on the Keys dive into the deep crystal water and grab hold of the crawling things as they make for a hole under a rock. Sometimes, they come dear and sometimes not, according to how long the natives can hold their breath.

Over on the riverside of the Peninsula—the west side, where the sunsets burn a rich glow through the gnarled trunks of live-oaks and cypress—is a charming club called the Sea Breeze Swim Club or, more familiarly, Sneed's Pool. Driving north on the river road, you come to a wooden sign representing a girl about to dive—there you are. The Club offers tennis, sun bathing, dancing, and music; and the pool, of course, is large, sparkling, and full of clear green sulphur water. Walter



WOULD YOU LIKE A PARIS DRESS FOR YOUR BABY DAUGHTER?

... of course you would... any mother would!

Let us send you photographs of our other models from babyhood to four years of age. —Orders executed by mail—

The dress illustrated, "Les Roses" \$19.50

**MARCELLE JULIEN** INC.  
22 EAST 55th STREET, NEW YORK



SPRING FEVER CALLS FOR A THRILLING DOSE OF MARTHA WEST SPORTSWEAR

**Martha West**  
SPORTSWEAR ORIGINATOR

444 MADISON AVENUE AT 49th ST.  
838 MADISON AVENUE AT 69th ST.  
PALM BEACH, FLA. MAGNOLIA, MASS.

## Shops to know

No matter how familiar you may be with the New York shops, you can't possibly know all the good ones. Here are some of the smartest specialty shops to be found. Whether it's a beauty treatment, a particular type of sports dress, a shoe, or a hat—the chances are you'll find it among the shops advertised on this page. You may write to any of them with entire confidence in their integrity, for they measure up to the same plane of smartness upon which Vogue itself operates.





This gay flowered chiffon nightgown leads a double life when worn as an evening gown.

**SYBIL NASH HOGAN**  
38 East 57th St., New York



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*Jean King*  
presents a new collection  
of Spring Hats at  
640 Madison Avenue, N. Y.  
Between 53th and 60th Sts.

## VOGUE COVERS THE COUNTRY

Sneed, junior, who is a well-known pupil of Johnny Weissmuller, guarantees to teach any one to swim, from the age of two to eighty-two. What's more, he does . . . and they like it. This spot is a veritable spa.

### Market Row

• The pièce de résistance of Daytona Beach is the Market Row. On Tuesdays and Thursdays, early in the morning, you drive over one of the many bridges that span the still waters of the Indian River and land yourself on the mainland. Market Row is inland about a quarter of a mile of zig-zag road. What happens to Market Row on other days we don't know, but on Tuesdays and Thursdays a vegetable kingdom arises out of nowhere and everything happens, save a band and a parade. The fruit- and truck-farmers must arrive at dawn, because by six the thatched-like booths are all set up and life begins at 6:40.

You stroll along amid the noises, sights, and colours. Your sense of proportion frays out, and you begin to buy madly, loading your too small basket with freshly killed chickens, large jars of citrus preserves, long sticks of hearts of palm (which makes the most divine salad mixed with avocados), curious, curly gourds, chaste white butter, green, hubbly squash, and Boston lettuce. Then, of course, there are flowers. And, if your house is built on sand, where nothing is permanent, you will acquire arms full of zinnias, pomegranate blossoms, gladioli, orange-blossoms, and banana bloom. By now, you have a week's supply . . . but, next Thursday, you will return, even if it's just to see the colour of the purple eggplant next to the yams. Such is the charm of Market Row.

### Roadside kitchen

• If you decide to leave Daytona for a day of races at Hialeah, for instance, a grand place to stop for a bite en route is Christine's Kitchen, Eau Bali, on the left-hand side of route #1. Christine has a bright blue patio-like Kitchen, which gives forth a homelike smell of fresh, hot gingerbread that will captivate you. She serves you an enormous piece of this piping hot dish with hunks of creamy sweet butter . . . all for about twenty cents. While you're eating, your eyes search around over the blue shelves and you begin deciding what you will send home to the family. You pick out jars of mango preserves, guava butter, papaya marmalade, and clear orange-blossom honey, and a great variety of things sugared, candied, and stuffed. And, just as you have downed your last glass of orange-juice, you sign away names and addresses, and Christine packs and sends everything for you at very little cost. Remember Eau Bali, route #1.

If you are fond of fishing, really fond we mean, we suggest that you drive down to the Florida Keys where the fish actually ogle and bridle at the bait. Carabee Colony in the Upper-Matecumbe is the first stopping-off place before you start ferrying to the Keys. You begin fishing right here, for it is (Continued on page 102)

## MANY THOUSANDS

of distinguished travelers, acquainted with all that the world offers in hotel prestige and comfort, give the Biltmore the high tribute of their consistent patronage year after year.

## THE BILTMORE

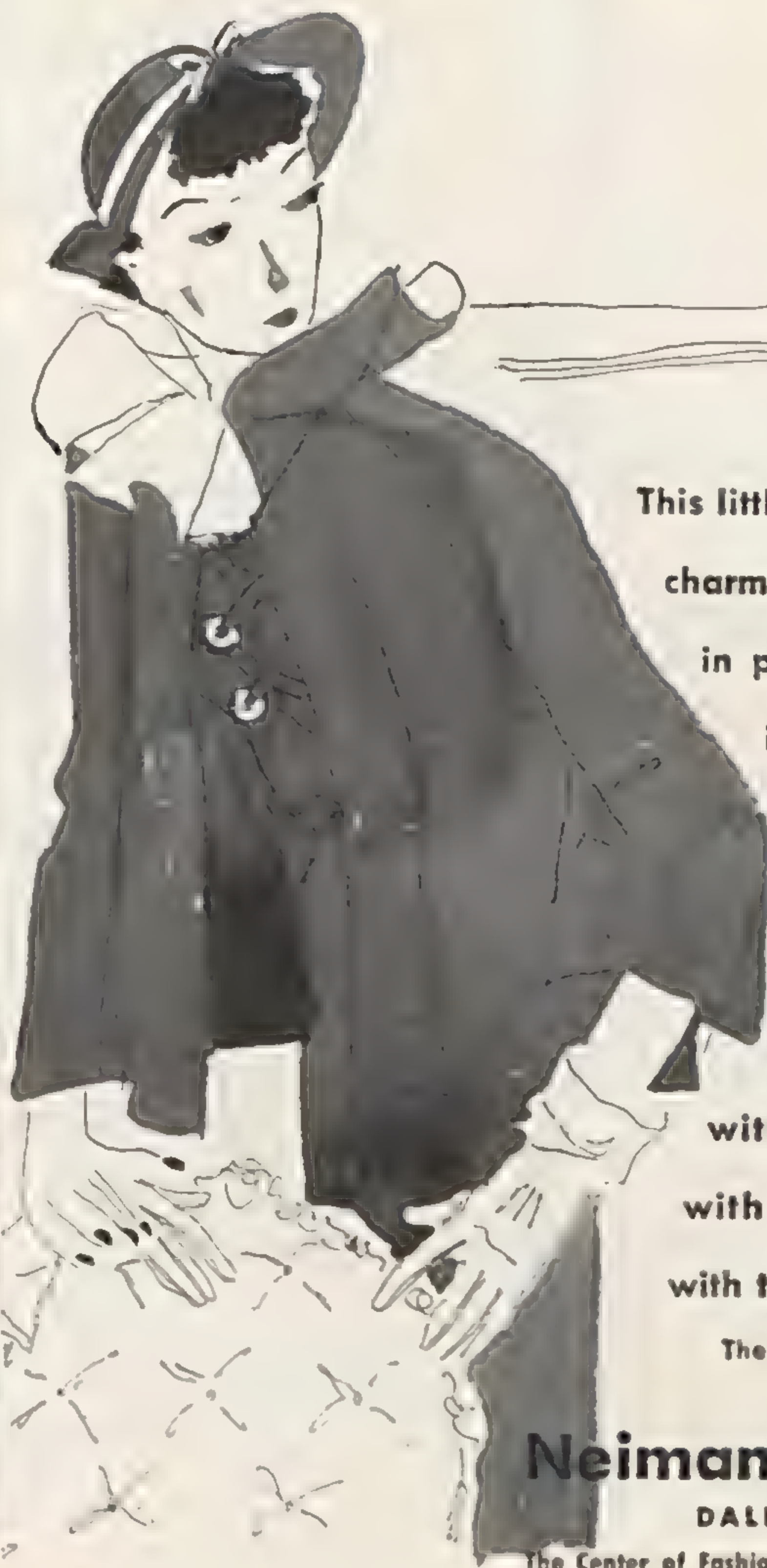
Madison Avenue at 43rd Street, New York



Single rooms  
from \$4

Suites from \$12

David B. Mulligan,  
President



This little suit is frankly out to charm! With that tulip collar in pastel grosgrain. With its heavy-sheer fabric that falls so softly in a little-boy jacket and pleated cape sleeves. Navy or black with petal pink; navy with linen blue; brown with turquoise . . . \$49.75.

The bonnet is a darling, too!

**Neiman-Marcus Co.**

DALLAS • TEXAS

The Center of Fashion Authority in the Southwest







## "FLANEUSE"



# Interiors are Smart as Tomorrow in the new value Dodge

WRITES *Louise Vanderbilt* INTERIOR DECORATOR



**CHAIR HEIGHT SEATS.** By lowering the floor, Dodge engineers have given the New-Value Dodge the comfort of chair-height seats. You sit in a normal, uncramped position. No "slouch." No fatigue. And you rise easily, naturally.

**SYNCHRO FINGER-TIP SHIFT.** A flick of your finger shifts gears through the speeds, without effort—without a murmur from the gears.



"GRACEFULLY designed, luxuriously appointed, the interiors of the new 1935 Dodge reflect the smartness and good taste so evident in every line of the car," says Mrs. Vanderbilt, noted interior decorator.

This glamorously lovely new Dodge will win you, too! Its luxurious new "Airglide Ride" is a revelation in relaxed, smooth-riding comfort. Like gliding! Refreshingly free from bumps and jars, without sidesway, with a steadiness not even approached before in any other car.

And you will be charmed with another new Dodge creation... "Synchromatic Control." See how heavenly it is to steer, shift, start, stop, utterly without effort.

There's a new thrill for you in the satin-smooth rhythm of the new Dodge engine. And you'll simply be enchanted at its economy... for a saving of 15¢ to 20¢ on every dollar you spend for gas is now possible... with even more miraculous oil economy.

You ride, too, in the security of the Dodge all-steel body with Dodge hydraulic brakes that give real safety to you and your family.

The New-Value 1935 Dodge is a glittering climax to Dodge's 20 years of reputation for dependability. A creation of fine precision craftsmanship. Yet it costs so little more than lowest-priced cars!

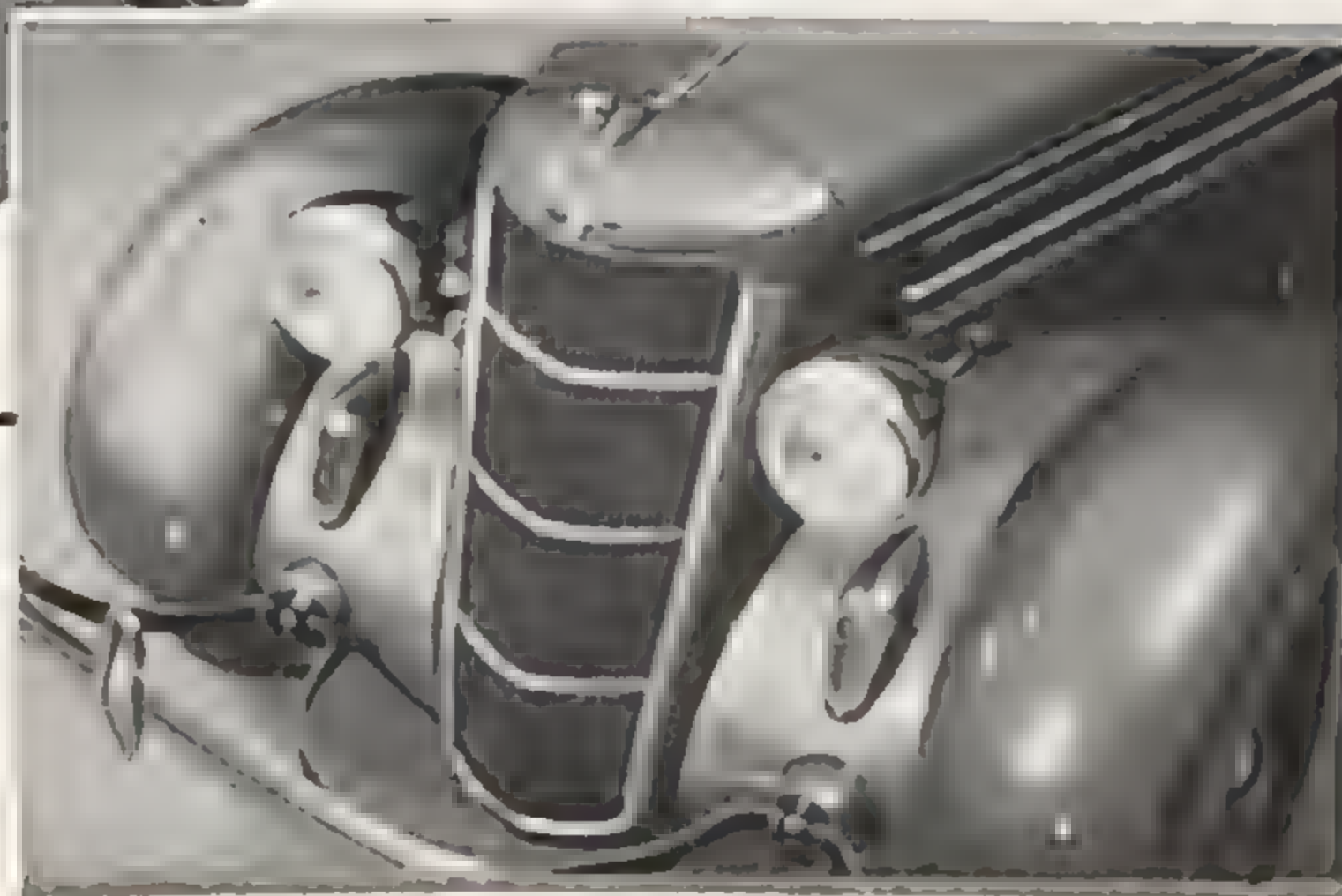
**DODGE BROTHERS CORPORATION**

*This advertisement endorsed by the Department of Engineering—Chrysler Motors*

**NEW-VALUE DODGE:** Coupe \$645, 2-door Sedan \$690, Rumble Seat Coupe \$710, Touring Sedan (2-door, with trunk) \$715, Sedan \$735, Touring Sedan (4-door, with trunk) \$760. \*All prices f. o. b. factory, Detroit, subject to change without notice. Special equipment extra. Time payments to fit your budget. Ask for the official Chrysler Motors Commercial Credit Plan.



**INSIDE PACKAGE SHELF** In your own personal car, the new Dodge Coupe. The big, 14-inch shelf is cunningly recessed to keep packages from sliding off. Handiest thing ever for shopping, week-end parties, for trips or driving anywhere. A smart, trim, graceful car... and my! how delightfully economical!



**SWAGGER AND TRIM** is the new Dodge front ensemble—with narrow, sloping radiator, smart two-beam headlights, and grilled horn recesses.

**NEW VALUE** *Dodge* \$645\*

DELIVERED NOW FOR JUST A FEW DOLLARS MORE THAN THE LOWEST-PRICED CARS



# VOGUE

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FEBRUARY 15, 1935

THERE ARE THREE VOGUES  
THE AMERICAN, FRENCH  
AND BRITISH EDITIONS

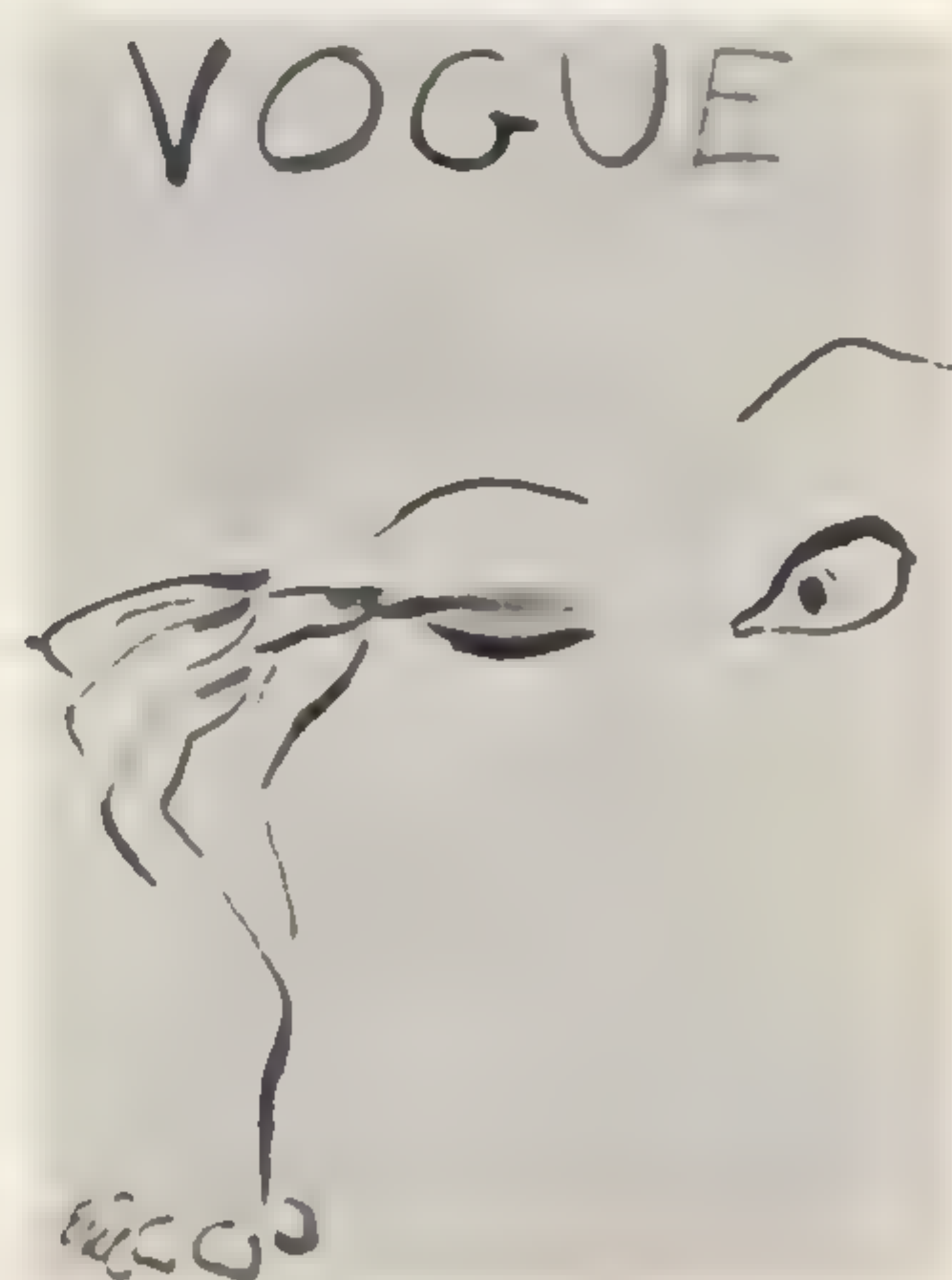
EDNA WOOLMAN CHASE

Editor-in-Chief of the Three Vogues

Alison Settle—Editor of British Vogue

Michel de Brunhoff—Editor of French Vogue

ERIC, MASTER OF ELIMINATION, HAS DRAWN ON THE COVER OF THIS ISSUE THE MOST SYMBOLIC OF ALL FEMININE ACTS—A WOMAN MAKING UP. IN A DOZEN STROKES, HE GIVES YOU THE CAREFUL HAND, THE CRITICAL GLANCE, THE UTTER ABSORPTION IN A TASK INCREASINGLY VITAL—THAT OF GLORIFYING THE EYES. AND IF YOU THINK THAT ONE ORB IS COCK-EYED, JUST LOOK AT YOURSELF IN THE MIRROR WHEN YOU DAUB ON YOUR PET EYE SHADOW BEFORE GOING OUT TO CONQUER







HERE ARE VALIANT AIDS TO "FLAVOR-BALANCE"


By Josephine Gibson

## THE ART OF FLAVOR CONTRAST

PLENTY we've heard about balanced meals —nutritionally counterpointed. All this dietary business has perhaps obscured the importance—to those wise souls who believe in eating for fun—of *flavor-balance*. Now, the composite of flavor of the average modern dinner is all too subtle, too pastel-like. It needs more splashes of vivid and exciting flavor-color to relieve the monotony. In other words, far more 'tween-bite contrast, to lure on flagging appetites.

I suggest adding to the palate-palette a wide variety of appetite enticers of the 57 Varieties, and for your convenience I will name them. Sweet and sour gherkins, mixed pickles, chow chow pickle, sweet mustard

pickle, dill pickles, fresh cucumber pickle, India relish, pickled onions, Spanish queen and stuffed olives and ripe olives. Also crab apple, quince, currant and grape jellies. Heinz makes them all, and right well. Be liberal, sometimes even lavish, with your flavor contrasts.

Other secrets of enticing variety lie in placing on the dinner table ready sauces with which to fleck foods with favored flavors—Heinz tomato ketchup, chili sauce, beef-steak sauce, prepared mustard and Worcestershire sauce. Thus each guest can add the flavor of his choice. Make sure of flavor-balanced dinners with liberal assortments of these Heinz palate-tempters. 

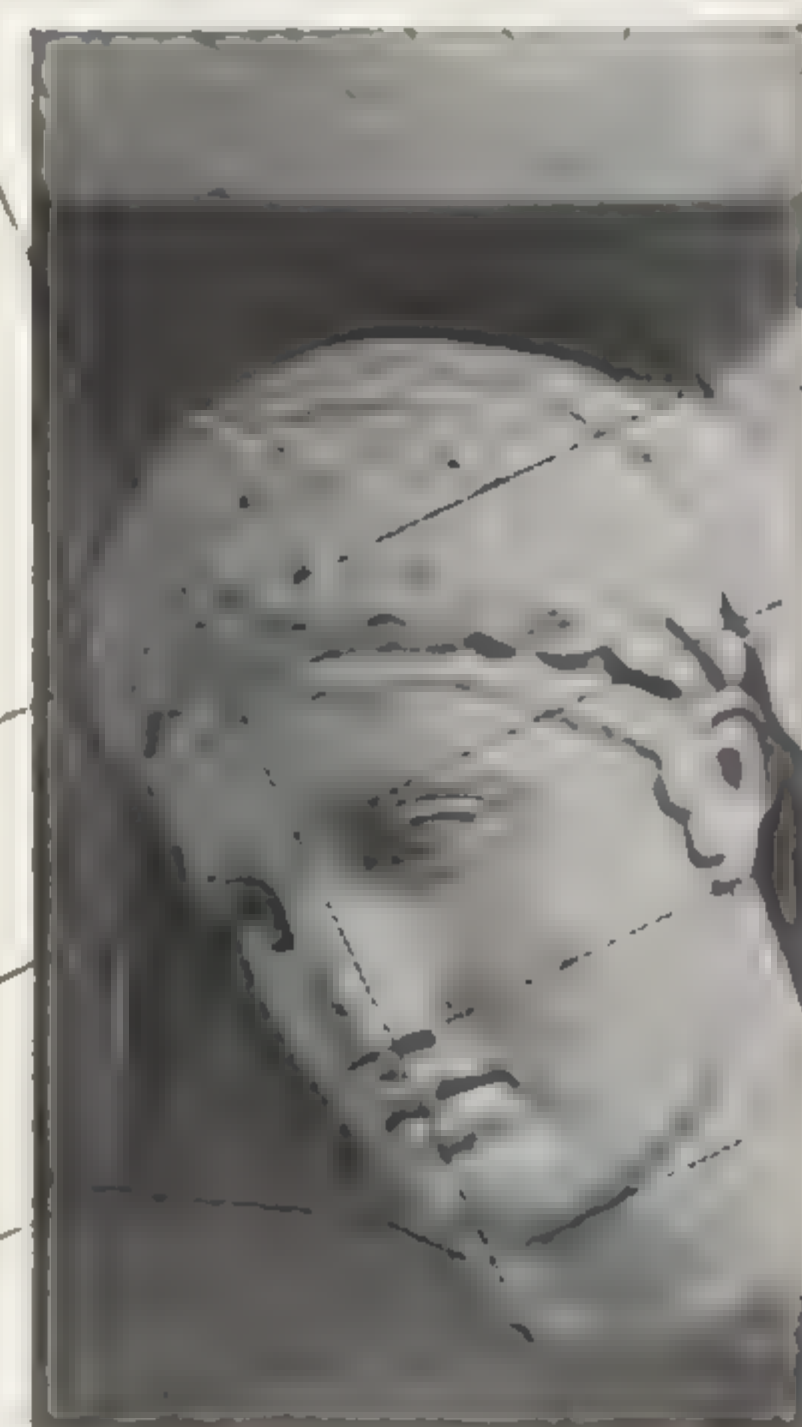


# Vogue's

EYE VIEW  
OF THE MODE



BY sheer coincidence, the three illustrations on this page are all variations of one theme: Repose. Why we should choose to harp on Repose at this moment might seem strange. Actually, there's good sense in it. February is the low point of the year. The autumnal energy has by now entirely worn off. The New Year is no longer a dimpled, intriguing infant. And spring is too far off to be credible. Slush is on the streets and in the heart. To those who can not flee, the cruise advertisements and photographs of girls in Tahitian pareus bring bitter nostalgia. The indigestion of too many parties, too many people, and too many plays has become acute. The eye is jaundiced, and the ear deadened. There is only one solution. Rest. Let down. Let the world slide a bit. Take a lesson from a cat or from the hints on page 48. Give yourself a chance to recharge your batteries. Miss a few dates, a few dinners: learn to say "No." Your soul and your body will benefit. The line between your eyes will flatten out; the canker in your spirit pass away. And you will be able to face the eternity till spring with a new, mysterious buoyancy.



- The second variation on Repose has to do with these new nightgowns that refuse to go to bed. You'll understand better if you glance at pages 44 to 47. No longer has that horrible dream of walking down Fifth Avenue in your nightgown any validity. For if you did that in these new creations, no one would turn to stare. Almost no one.
- If you were to define one chief spiritual element in classic Greek beauty, you might say Repose. This static, immobile, perfect beauty is the spring-board for our leading article, in which we try to show you how radically the ideal has changed. If the lady above were living now, no movie company would claim her.





CECIL BEATON

KATHARINE HEPBURN: THE MODERN MASK



# THERE ARE NO BEAUTIES



YOU'VE heard them talk: men of seventy dreaming of past conquests. "Lord, she was beautiful. They don't come like that any more." Ah, yes, those were the days when there were real beauties; when a Langtry could come into a room and take the breath away from every man in it.

Talk like this bores you, or makes you incredulous. You are apt to smile tolerantly, thinking, "Poor old dears—living in a golden haze." The past always exaggerates, sublimates.

But the joke is on you. They are right, the old men. The beauties of their day *were* beauties. Accurate descriptions of any one of them would sound like the passages you derided in Victorian novels. "Her skin was like milk and roses. Her little straight nose was Grecian in its perfection of modelling. Her mouth was like a Cupid's bow, her eyebrows level, her forehead white and square and crowned with golden tresses, small tendrils of which clustered in the nape of her swanlike neck."

Not far wrong. The Lillie Langtrys of the age were called beautiful because they came nearest to the Greek conception of alabaster perfection. Artists of the period would be thrown into ecstasies by the mere discovery that, inch by inch, line for line, these living beauties tallied with the Praxitelean mould. Prettiness might admit of irregularities—a tilted nose, slanting eyes. Real beauty, never.

But now? Look about you at the women famous for their "beauty." Women whom you might not consider beauties, but who are yet so judged by legend, by press, by populace. About the Anglo-Saxon beauties of the past century, there could be no real argument. A man might say of Mary Anderson "I don't like her—she is not my type." But he could not say with any honesty, "She is not beautiful." Yet every one of these modern works of art is a raging vortex of controversy. Some one says "I saw D. at the opening last night. How beautiful she is!"

"D.?" cries another. "Why D. isn't beautiful. D. has a crooked nose and big feet and small eyes. I can't see how you can call her beautiful."

And yet, D. is a beauty of to-day. By what right, then, does she earn the title, if not by proportion, by perfection of feature? She earns it one-half by personality, one-fourth by Nature, and one-fourth by the modern miracle of make-up.

If you doubt this, analyse for a moment the five outstanding women whose photographs are on the opposite page and the two pages that follow. Each of them has her quota of excellent features: lovely hair or skin, a good

nose, beautiful eyes, or a handsome neck. Not one of them makes a perfect whole. Yet their radiant irregularity is the beauty of to-day.

It all ties together very neatly. This is a tense, nervous, explosive age. An age that has no time for classic serenity in anything, not even in the faces of its women. An age that demands motion, change, even chaos. Perfection is an alarming thing to the modern man, because perfection implies a static state, and that is the last thing he wants.

There exist, undoubtedly, women whose faces approach the classic ideal. But they are not the women who make heads turn in a restaurant, who are worshipped by movie fans, whose names dot the columns of every paper, and whose features decorate the pages of luxurious magazines the world over. They are not the "beauties."

It is the same in literature. Pick up any good novel of the last decade and read the author's description of the heroine. Ten to one, you will find no perfection of feature, no classic nose, no tendrils at the nape of the neck. Yet she will be referred to as beautiful.

Look at the fashion-plates in this and other magazines. Notice the strange, far from classic, structure of their faces. Look at the favourite mannequins in town—with their erratic eyebrows, unruly noses, and wide mouths. They are all reflections of the current ideal.

In a certain sense, this is encouraging. It shows that we are no longer concerned with the pure surface of things. A woman of personality, of inner fire, stirs us far more than a flawless mask. Who cares whether a mouth is too big, a wrist too large, or a cheek too hollow? Who cares, so long as this mouth, this wrist, this cheek is animated by a potent, original spirit?

As a matter of fact, it is very seldom that a Hellenic face harbours a Hellenic spirit. Somehow the regularity of face penetrates into the ego behind it, making it cold, dull, unresponsive. Women who have perfect faces are apt to consider their life's work done; they feel no need to make a mental or emotional effort to atone for physical flaws.

Even the young men of to-day are not content (as their grandfathers were) with "a pretty face." They would rather be amused, excited, fascinated, any day. The joys of proportion are lost on them. And a good job of grooming means far more to them than a good job of Nature.

Turn the page and look at these women, then. Say what you will, analyse how you may, they still give the illusion of beauty. And is not illusion enough for this transient age?





CECIL BEATON



HOYNINGER-HUENÉ, PARIS

- Above is Mary Taylor—exotic, totally unclassic, more like a Balinese mask than anything else, with her oval face, full lips, and slanting eyes. Hers is a flower-like beauty of texture
- Lady Abdy—at the left—(known to her friends as Iya) is peasant-like in the breadth and strength of her features, frame, and hands. Externally, her beauty is in her hair, eyes and simple contours; internally, in her generous spirit
- Rosamond Pinchot, at the top of the opposite page, is—because of her regal stature and lovely colouring—perhaps the nearest to a conventional ideal. And yet her features are irregular and far from classic
- In Natalie Paley, at the lower right on the opposite page, we return to fragile beauty—one of mood and grace and animation as much as one of actual loveliness of contour or colouring





HOYNINGEN-HUENÉ, PARIS



STEICHEN





BRACELETS (ABOVE AND RIGHT) FROM CARTIER

HORST, PARIS



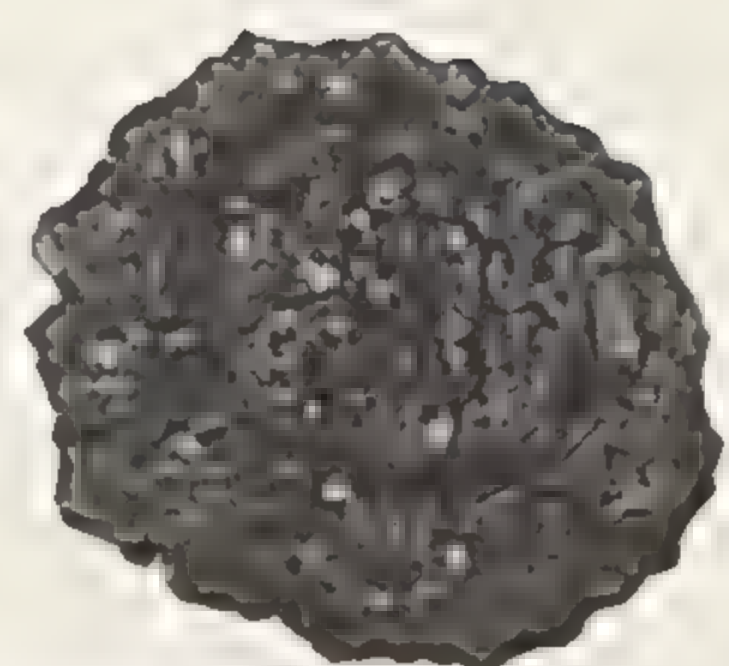
JEWELS FROM HERZ

## INGENUITY

- Herz made the beautiful set in the top photograph for a client. The bracelet, clips, ring, and double brooch are of white agate, with tailored bands of amethysts
- The lady at the left is wearing Cartier's new massive black enamel cuff-bracelet with a small diamond watch, over equally new white satin gloves from J. Suzanne Talbot
- Below are two more Cartier bracelets—a snaky gold one with a lapis clasp, and a crystal one with a removable diamond clip







## IN JEWELS

- The two jewels above are the ones worn by the lady at the right, both from Cartier. The lovely diamond rose is entirely flexible and will fit the shoulder or any place else. Here, the Comtesse de La Falaise wears it with a diamond link bracelet—much less massive than those of recent years
- You can wear Cartier's black-and-red enamel glove-clip (below) under your wrist or on top of it, and it works like the common office clip. The buttonless glove is from J. Suzanne Talbot



CLIP FROM CARTIER



JEWELS FROM CARTIER



Miss Lily Damita: gamine by day in a grey-beige wool suit, completely bound with the red-and-white print of the blouse, and Molyneux's beige felt sailor; romantic by night in frosty white lace that billows out in the new flexible hoop-skirt. All models from Hattie Carnegie, New York; I. Magnin, California







STEICHEN

TABLE FROM COLWELL (LEFT) • COUCH FROM W. AND J. SLOANE





## PARISIAN PINKNESS

ALIX made the coat at the left—in pink, of course. For there's so much pink in Paris that you'd think you were looking through rose coloured glasses. Women in all shades. A charity ball entirely in pink. Even a new boîte, "La Belle Époque," in pink, too. Pink quilted satin banquettes, pink tables, orchestra in pink coats. And entering the night-club—a woman in this taffeta coat, the huge sleeves a mass of taffeta petals

JEAN PATOU uses clouds of pink tulle, layer upon layer, for the ethereal spring evening wrap on the opposite page. What makes it even more amusing is the scarf-yoke of glittering pink paillettes. You see it worn here, over Patou's pink satin dress, by another guest at the new boîte, "La Belle Époque," and you also get a second glimpse at the lively Gay 'Nineties walls and decorations, done by the artist, Scob









HORST, PARIS

ANNEK'S SCHOOLGIRL NIGHTGOWN OF WHITE SATIN CRÉPE WITH BEAUTIFUL HAND-WORK



SAINT-MAUR



# TO BED OR TO DINNER

ARE they nightgowns or are they evening gowns? All of the models shown on these two pages are made by French lingerie houses, which would seem to make them nightgowns. But most of them would be charming to wear at an informal dinner in your own house—and much too elaborate to sleep in. So, when you've read about them, you can make your own decision.

- That first one, on the opposite page, is Annek's school-girl nightgown with a high, childish collar and long sleeves. It's the perfect nightgown for a sick-a-bed lady to wear when her friends come to see her, or for a convalescent day on the *chaise longue* or the living-room couch, or even for serving tea beside the fire.

- Beside it, on page 44, is Saint-Maur's yellow chiffon nightgown with two long ends on the blue satin sash—not in the least schoolgirlish and perfectly suitable for informal dining at home. Like all of the five in the row below, it is worn by one of Siegel's amusing mannequins.

- First in the row on this page is a white triple voile nightgown designed by Hélène Yrande. This, too, belongs to the long-sleeved school that is becoming so popular, both in Paris and New York, and it has shirring at the waist-line and wrists, and a shirred yoke.

- Saint-Maur used two shades of green georgette crêpe for the nightgown next in line and added a fichu-like cape. This is formal enough for home dinner wear, but it would look pretty fetching if you wore it some afternoon in bed, when a friend dropped in to cheer your convalescence and share a cup of tea.

- Next to the last in the row is Olga Hitrovo's creation of pale blue satin with a square train—surely not to be wasted in bed. There are shell-like frills on the yoke, and the long sleeves are made of chiffon.

- Annek made the gown at the lower right—an enchanting affair of pink georgette crêpe with petal-like applications on the bodice and all around the bottom of the skirt.

ROTHSCHILD-HUENÉ, PARIS



HÉLÈNE YRANDE • SAINT-MAUR • OLGA HITROVO • ANNEK





SAINT-MAUR (ELIZABETH ARDEN)

*Nightgowns you wouldn't dream of sleeping in*

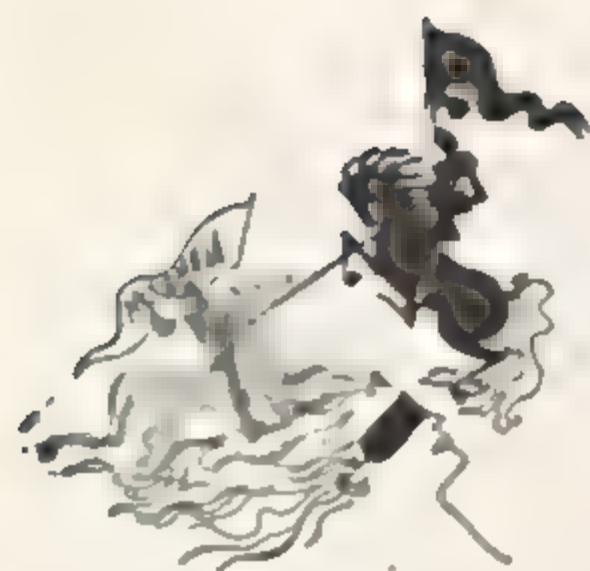




*Designed as nightgowns, but more often used as home dinner-gowns. Biala, Olga Nitrova, and Innok made them; Benoit Teller, in New York, has the third; J. Magnin, in California, has all three models. Descriptions, page 86*



# Rest in Peace



THE SOFT shining of silken covers. The curve of a cheek nestled against a pillow. A diffused light through Venetian blinds. A little fire that purrs. A lady, relaxed as a kitten, taking her beauty sleep. It's a lovely picture—but how often do you see it? Or, more important, how often do you do it? Very seldom, indeed, we regret to say. For we are all so desperately busy going places and doing things to-day that relaxation is rapidly becoming a lost art. And that is dreadful! Every one knows that unless you can relax, your health, your peace of mind, your disposition, and, much the most important, your looks go into small pieces. So, with the welfare of our readers close at heart, we have been working on a program for a lot more first-class relaxation for 1935 and have evolved plans that are practically guaranteed to make you relax so that you drift blissfully into sleep at any minute whether you are resting before a soiree or settling yourself down for a good winter's night.

To begin, our idea is to indulge yourself to the teeth in everything that makes for physical comfort. Sleep under those fabulous blankets and puffs that are deliciously warm without being heavy. Hold out for a mattress that is the top in comfort. Have pillows, big and little, of the perfect size and weight. Climb in between sheets that welcome you with soft-

ness and with the faint fragrance of lavender. And, whether you are going to rest for thirty minutes or sleep through the night, get yourself at ease, at peace, even if you have to go about it as a business at first. Suppose, for example, a hard day lies behind and a festive evening lies ahead.

First, your tub. The water will be at body temperature—very hot baths are stimulating. Ninety-eight degrees is considered the proper temperature, and a bath thermometer is an ultimate luxury. One of those little bath pillows is at the head of your tub, and essence of pine or fragrant bath oil is sprinkled in the water. You lie in the tub and lave—don't scrub for this bath; even wield your towel (a huge, soft one warmed over the radiator) gently when you get out of the tub. Just before you lie down, you stretch yourself, reaching as far as you can with your finger-tips, as a cat does, and then relax into the *chaise longue* or bed. Your maid brings you a cup of camomile tea or a sweetly smelling tisane made of peppermint and elder blossoms—and you sip it slowly. Herbal pads are soaking in hot water beside you, and you fit these over your eyes. The pine odour drifts in from your bath or the faintest perfume rises from a potpourri bowl. Your mind, sensing the peace in which it is encompassed, drifts. It envisages the most restful place you've ever been. Bermuda perhaps, where the waves break in long, rhythmic rolls—one after the other . . . after the other. But they break unnoticed by you now, because you are asleep.

And when you awake after a sleep like that, you will be rested—and you will look rested and beautiful. And that is one of the truest prophecies we ever wrote in these pages. Of course, you can't always follow such an exact procedure, but it isn't as orchidaceous as it may sound. You have to take the bath anyway, and, if there isn't a maid to bring the tisane, you can put it in a little thermos by your *chaise longue* till you are ready for it.

To any one who lies staring into the night for hours after she has gone to bed or who awakens in the dawn with that

desperate, wide-awake feeling, the matter of sleeplessness becomes one of the larger problems of life. And that isn't right either, because insomnia is so much a mental matter that the more we give credence to it, the larger it looms in our fears, like the many people who wake themselves up wondering if they have really gone to sleep.

One of the first inducers of sleep (unless you go in for bromides, which physicians deplore as a habit) is exercise. This is an idea that often takes a great deal of selling, because people are afraid they will wake themselves up with exercise, or that they are too tired to do them, anyway. But the exercises that are given here, primarily stretching exercises, are all designed to leave your body



NELSON



EXERCISE WOOS SLEEP



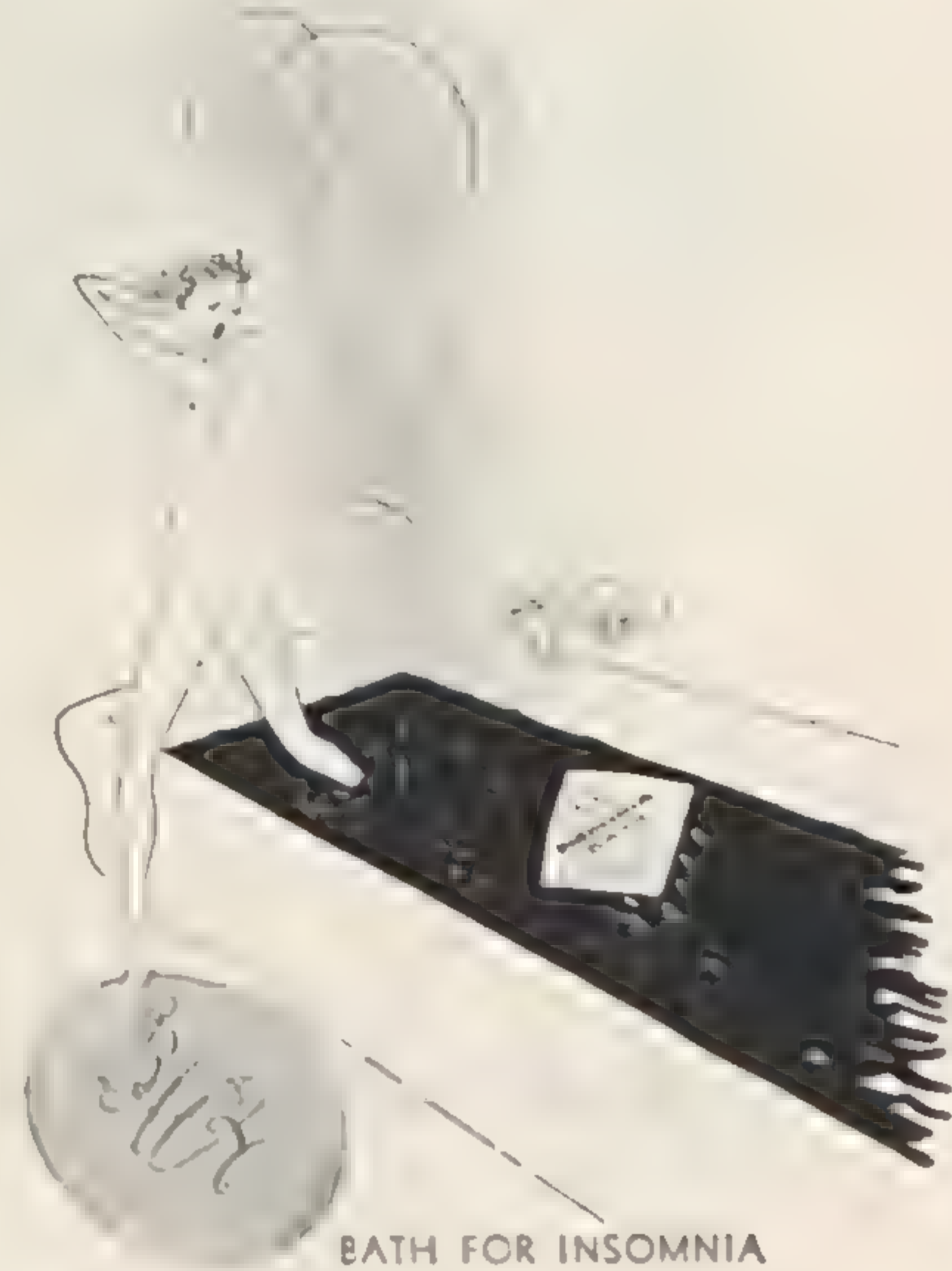


SATIN BED-THROW AND PILLOW FROM CARLIN COMFORTS • BED-JACKET AND NIGHTGOWN FROM FRANCEVA • DÉCOR BY LIVIO SMILARI

relaxed, at ease. And the beautiful part of it is that they are done right in bed. We show the execution of one on page 48, and exact directions for that and three others are appended on page 88. For the first one, you have to kneel in bed as though you were praying for sweet sleep to descend upon you from Heaven, but the others are done lying flat on your back, so, if you awake in the middle of the night, you can do them comfortably under the covers and lull yourself right back to sleep.

The warm drink, sipped slowly, preferably while you are in bed, just before you turn out the light, is a proverbial sleep encourager, and for any one who wakes in the middle of the night, a thermos by the bedside is a soothing solace.

The camomile tea that we spoke of for your siesta is marvellously sleep-making, as are many of the herb tisanes. Some people go to sleep like babies after drinking warm milk (never let it boil); others find a cup of Bovril relaxing. Even a glass of hot water can serve to soothe the nerves of a restless tummy. And aptopos of warmth, never let your feet be cold in bed, if you have any difficulty in sleeping. A hot-water bottle is no dowdy appendage—in fact, we saw one recently done up in a case of embroidered, quilted silk—and there are electric pads, controlled so that they can't get any hotter than they should and perfectly safe for use in bed. If you have a sun-ray lamp, you know how its ultra-violet rays put your whole nervous system at peace. (Continued on page 88)



BATH FOR INSOMNIA





### Scheme for brunettes

If you are of brunette persuasion, here is Marie Earle's formula for your beautification, a make-up in warm, glowing tones. The face powder is "Soleil," a shade that blends cream colour and peach. The paste rouge is "Light," a tone that is as natural as your own colouring. Green and brown eye shadow blended prove exceedingly flattering. "Éclatant" lipstick is vivid, but warm, and mascara is "Noir." The amusing coiffure with the ringlets that stand out like a comb is a transformation by Manuel





For the blonde, Helena Rubinstein has chosen make-up in clear, light tones, a combination that any one in the range of blond colouring can wear to brilliant effect. The powder is "Peachbloom." The rouge and lipstick are "Red Geranium," a clear tone that is perfect with a light skin. The eye shadow is "Iridescent Blue," and the mascara—a dramatic, but remarkably becoming note—is a soft blue. The beautifully becurled locks are a transformation created in miniature by Manuel

### **Scheme for blondes**





TWO NEW BALLETS GIVEN BY THE SCHOOL OF AMERICAN BALLET: "TRANSCENDENCE" AND "ALMA MATER"

## Vogue's Spotlight by Marya Mannes



DUDLEY AND COLE, EXOTIC DANCE-TEAM OF "THUMBS UP"

PANNING is a pleasurable sport: the greatest relaxation known to critics. As golfers swear to relieve their sense of ineptitude, so do critics tear apart a play to revenge themselves on a night of waste. It is far easier, furthermore, to be witty when damning. The savage phrase, well turned, is apt to be funny. The kind phrase, dull.

Even knowing this, we have tried—out of the conviction that enough panning was done already in this town—to err on the gentle side. Deep silence has shrouded our more miserable nights, and the spotlight turned, nine cases out of ten, on the good ones. But there is a limit to charity; especially when a lack of justice seems involved. It is no less annoying to see bad things praised than good things ignored.

Take one of the biggest recent hits, "The Petrified Forest." Few can deny that Mr. Sherwood has great talent in writing witty and intelligent dialogue, that Mr. Leslie Howard endows everything he says with well-bred charm, and that the essence of the background and plot is novel and arresting. But two things prevent the play from being really good. One is the complete lack of motivation behind the hero; the other is the appalling break-up of the second act. The swift excellence of the first act keeps you from boring too much beneath the surface. The mystery behind Alan Squier is intriguing and essential, the talk highly literate and sometimes beautiful. But in the second act (the final act), Mr. Sherwood goes berserk. The dialogue wabbles between melodrama, broad farce (the "hay" conversation is inexcusably out of key), whimsy, and easy philosophy; the gangster loses whatever veracity he might have had; and Squier's chivalrous suicide is of no value, because Squier himself has emerged as a valueless character. Not because he calls himself a failure, but because he is valueless as a dramatic personality. Knowing nothing of his past, let alone his present, you see no valid reason for his death. (The

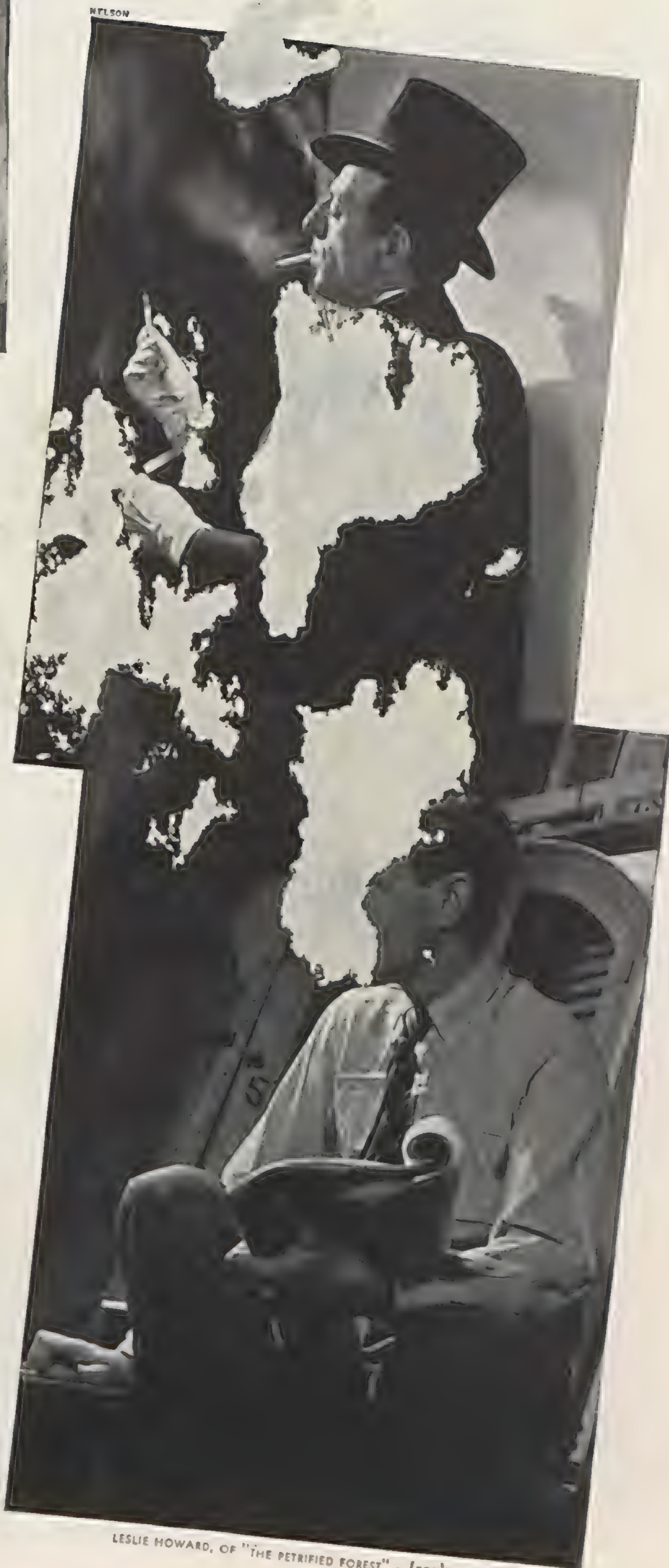




insurance policy is not enough.) So, the play blows up—sky-high. And every one is delighted by it because Mr. Sherwood's winning dialogue and clever stage-tricks fool them entirely. It has always been so. Look back honestly at "The Road to Rome" (without Jane Cowl), and you see a thin, sophomoric play. Look back at "Reunion in Vienna" (without the Lunts), and you find an equally hollow cosmos. Mr. Sherwood, a species of magician, waves his handkerchief brilliantly with one hand to detract your attention from the top-hat in the other. For there are no rabbits in his top-hat.

Far below the scale of "The Petrified Forest," but no less irritating in its hollowness, was "Ode to Liberty"—to our minds, a quite absurd performance which even Ina Claire's glitter could not redeem. The French farce formula has grown wearisome. No longer does talk of "lovers" bring the roses of delighted embarrassment to our cheeks. Farcical sin is as dull as farcical virtue. And the spectacle of Miss Claire in silver pyjamas spending her bright light and the author's dim one on the miscast Mr. Slezak has astonishingly little charm. There is a limit to pretence, even in the theatre. "Ode to Liberty" reached it.

Next to pretence, smut is a grievous nuisance. We have in mind a certain little opus called "Page Miss Glory," the rights of which were sold to the movies for some seventy-odd thousands of dollars. The Cinderella plot of a chambermaid who becomes a sort of Miss America was, of course, hard to resist. First you saw her in apron and cap, next in satins and sables. In between, the authors dropped into your lap a lavish pailful of grimy double entendres, verbal smirks, and fence-writings aimed at the forgotten man in the balcony. And the dramatic climax was reached when (as we related a few issues ago) three men dropped their pants at once. Far from being funny, nothing strikes us as a more tragic sight than a man attired (Continued on page 90)



LESLIE HOWARD, OF "THE PETRIFIED FOREST" • (TOP) THE GREAT CARDINI





JAY-THORPE, NEW YORK; I. MAGNIN, CALIFORNIA; NEIMAN-MARCUS, DALLAS • BERGDORF GOODMAN, NEW YORK; I. MAGNIN, CALIFORNIA





BONWIT TELLER, NEW YORK; NEIMAN-MARCUS, DALLAS

- Look hard at the costume worn by the first lady at the left. For there, in one perfect suit, are practically all of the important suit points of the season: strong colour contrast; a wool jacket that's loose and box-like; a diagonally ribbed wool skirt; and a silk blouse, with buttons that repeat the green of the skirt and make it a definite part of the ensemble. Calfskin box bag from C. W. Davenport
- A dress and a jacket are smart this spring, but, when they combine three luscious shades (second costume, opposite page), they're superb. Both the dress and jacket are of dull grey crinkled wool, built on straight lines and with looped bows at the neck. Felt beret; Bergdorf Goodman. Steinberger buckled gloves. Bagcraft grey leather bag
- Navy-blue and yellow—colours that are as fresh as April—are used for the jacket and dress of geometric jacquard print shown above. The floppy Regency collar that billows out in front and ties with grosgrain ribbon has a captivating charm about it. The felt hat is from Jean King. Guibert Frères doeskin gloves. Koret leather bag

*Spring  
Palette*





STEICHEN

JAY-THORPE, NEW YORK; NEIMAN-MARCUS, DALLAS • (RIGHT) BERGDORF GOODMAN, NEW YORK; RANSOHOFFS, SAN FRANCISCO

## SHEER GRACE

Sheer fabrics are floating into the spring picture. Here, Miss Gwili André wears a black chiffon dress with satin accents and the long sleeves that are so chic for evening; the other lady, one of white chiffon with a fox-edged capelet. Her coiffure is by Martin from Vienna. Jewels from T. Azeez. Sofa from Mary Howard



# Vogue Points

LADIES who are out of needlework will do well not to let Mrs. Harold Talbott know about it, for she will immediately put them to work on her new rug. Eight of her friends are working on strips for it at the moment. It is made of very coarse canvas, worked in beige, two shades of green, dark brown, and white wool. These cooperative rugs are the current vogue in hand-work. Miss Beatrice Patterson had one in Europe last autumn, and Mrs. Paul Mills and her friends are now engaged in making her one of these masterpieces.

- A great many young women are wearing gold monogram fobs, usually with cut-out initials, hanging from pins at their waists. With these, it is chic to wear the new bracelets of gold composition and gold bands—like modernized grandmother's jewellery. In fact, gold jewellery worn with simple black day frocks is a fad of the moment.

- At the Colony, not long ago, a smart woman had pinned on the shoulder of her black crêpe dress a small old-fashioned watch-fob with a pearl bird holding a pearl-studded watch—causing much amused comment.

- News: it's smart to expose your heels. The newest day shoes are of patent leather with moderate heels and only straps across the back, showing your heels beneath.

- Those very low-heeled, open-toed sandals are seen more and more in the evening. Mrs. Shevlin Smith, Miss Beatrice Lillie, and Mrs. Gene Tunney all wear them, and Mrs. Sam Welldon wore practically heelless white sandals with a long-sleeved white crêpe dinner-dress on a recent Sunday evening.

- At a Long Island dance recently, Miss Polly Peabody wore real cornflowers woven into her hair where the curls were massed across the back. With her simple green-and-white polka-dotted frock, she carried a bunch of deep blue, red, and white field-flowers. Miss Alice Leone Moats has been seen with a flat ribbon bow pinned at the back of her head, the ends showing in front.

- Mrs. Cornelius Bliss, junior, puts tiny pearl combs in her hair to keep the roll of curls high on her head.

- At a party given by the Princesse de Polignac in Paris, Mrs. Reginald Fellowes wore a ribbon band like a child's above her bangs. Other smart Parisiennes are parting their hair in the centre to give an old-fashioned effect.

- In New York, Michael of the Waldorf has designed a new type of coiffure to go with the new hats. Lady Carnegie's hair, which he did just before she left for Palm Beach, is combed straight back from the face with a little cluster of curls behind each ear and a bang on her forehead. The Countess di Zoppola's hair is done in a similar fashion—also with bangs and little behind-the-ear curls.

- Very new jewellery—mesh bracelets set with diamonds, one and a half inches wide, lace-like, and flexible. One is worn on each wrist, like a cuff, and no other bracelets are worn with them. Both Princess Mdivani and Mrs. James Corrigan have these.

- At the opening of the Saint Regis Roof, Mrs. William Paley wore a set of aquamarine jewellery. (It's new to wear jewels in sets.) Mrs. Paley's ring was the size of a fifty-cent piece, and her clip and bracelet matched it.

- Mrs. John Wentworth, of Chicago, carries a gold cigarette box on which keepsakes and lucky pieces are applied in relief. Among these are dice, a stop-and-go sign in diamonds and onyx, and a four-leaf clover in emeralds.

- The Paul Flato vanity-cases described in a recent Vogue have been an enormous success. These are the boxes that slip into cases of various fabrics to suit the occasion. They are carried by Mrs. Shevlin Smith, Mrs. Frank Gould, Mrs. Frederick Frelinghuysen, and Mrs. James Forrestal.

- Among the new jewels seen in Paris recently are tiny ladybugs of coral studded with diamonds. These are made by Cartier and are pinned on stalks of fresh camellias and worn by such chic women as Madame Louise de Vilmorin. Madame Lucienne, of Reboux, wears pearls in clusters like bunches of currents on each ear, and other women are wearing similar clusters of about twelve tiny gold balls.

- Among other jewelled innovations are the wings which the Hon. Mrs. Reginald Fellowes wears at the throat—gold wings by day and diamond wings by night. She also pins a huge bishop's crosier of topaz on her mink coat.

- Comtesse Alexandre de Castéja has a huge pearl and diamond clip, which she wears practically at the end of her spine, below the very deep back décolletage of a black taffeta dress with a long, pointed train.

- Longish pearl fringes dangle from a pearl necklace and bracelet worn by the Comtesse de Cossé-Brissac.

- Madame Schiaparelli holds her scarf in place by wearing over it a necklace made of strands of blue stones.

- Princess Karam Kapurthala and several smart Frenchwomen are wearing Suzy's new Breton sailor made of shirred taffeta with a huge quill at the front.

- At the opening of "Point Valaine," in New York, Mrs. Gilbert Miller's dress had a slim and shiny bugle-beaded black skirt and a black net bodice with huge wrist-length sleeves and a round neck-line.

- London news: Hats are being discarded in the country. Bright socks worn over silk stockings are supplanting woollen stockings. At house-parties, Englishwomen are wearing blouses of white satin or coloured chiffon, belted like a Russian blouse, over long black satin skirts.





MRS. R. AMCOTTS WILSON

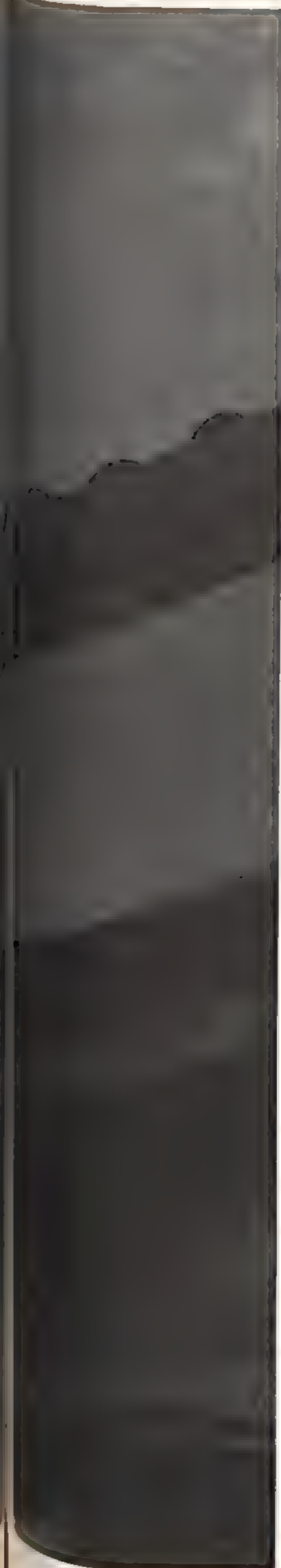
## *Florida Fanatics*



CAPTAIN AND MRS. ALISTAIR MACKINTOSH

FLORIDA is God's gift to February. There, under a beneficent sun, all the chill, grey dreariness of a Northern winter is soothed out of your mind and body. You rediscover that life is good and life is fun—which are reasons enough for the lucky ones to turn their faces South to smart retreats the moment that winter begins to pall. Here, and on the following three pages, are photographs of a gay handful of these people against Palm Beach backgrounds that are bound to embitter stay-at-homes. If you want to know more about what is worn and done there, turn to page 105.





TONI FRISSELL



MRS. ALLAN A. RYAN, JUNIOR—A TROPICAL TANAGRA





BARON NICOLAS DE GUNZBURG, MRS. JOHN BARRY RYAN, MRS. ALISTAIR MACKINTOSH, AND DUC FULCO DI VERDURA





MRS. DODGE SLOANE



TONI FRISSELL

MRS. ALLAN A. RYAN, JUNIOR



# First Spring Need



(LEFT) MILGRIM; BULLOCK'S-WILSHIRE • (CENTRE) BENDEL; MARTHA WEATHERED • (RIGHT) JAY-THORPE; NEIMAN-MARCUS





(LEFT) BERGDORF GOODMAN; RANSOHOFFS • (CENTRE) SAKS-FIFTH AVENUE • (RIGHT) SAKS-FIFTH AVENUE

- You might build your spring wardrobe around that first coat on the opposite page—of navy-blue wool, double-breasted, with a yoke effect of fine stitching and a chesty pushed-forward collar
- The lady in the centre, opposite, wears a country top-coat of a bold plaid wool, in the odd new length that Schiaparelli introduced. The back is voluminous, and a scarf ties under the collarless neck
- The beautifully cut Vionnet coat at the right, on the opposite page, is made of soft grey wool and is equally chic worn buttoned high, as you see it here, or with the pie-shaped closing thrown open

- Another pushed-forward collar—on a soft brown woollen coat (shown first on this page). A huge wooden link holds it in place, and the novel cut of the collar swings into two high breast pockets
- Chanel's swashbuckling double-breasted coat (centre) is of corduroy and has a brown wide-wale crisscrossed collar and a belted and pleated back with inverted pleats above and below the waist
- A collar of summer ermine that falls in wings or opens in deep square revers gives a very new look to the beige wool coat directly above. The sleeves may be worn wrist-length or as you see them here





## Breaking the ice

STEIN AND BLAINE used Rodier's Balinese-inspired material for this dress, to wear with your fur scarf or cape the first warm days of spring. The woven stripes in deep brown and natural run both horizontally and diagonally. Buttons fasten the dress from neck to hem

BONWIT TELLER trims this dress of navy-blue heavy sheer silk crêpe with a print, for prints were never better than when used with a plain fabric. This dress has a gilet that climbs high at the neck, a sling-like collar, and deep cuffs, all of blue-and-white silk crêpe





SAKS-FIFTH AVENUE has this printed silk frock with little geometric figures on a soft brown ground. An almost infinitesimal peplum moulds the hips, and equally infinitesimal buttons close the front of the blouse. The draped neckline is stiffened by its white piqué lining

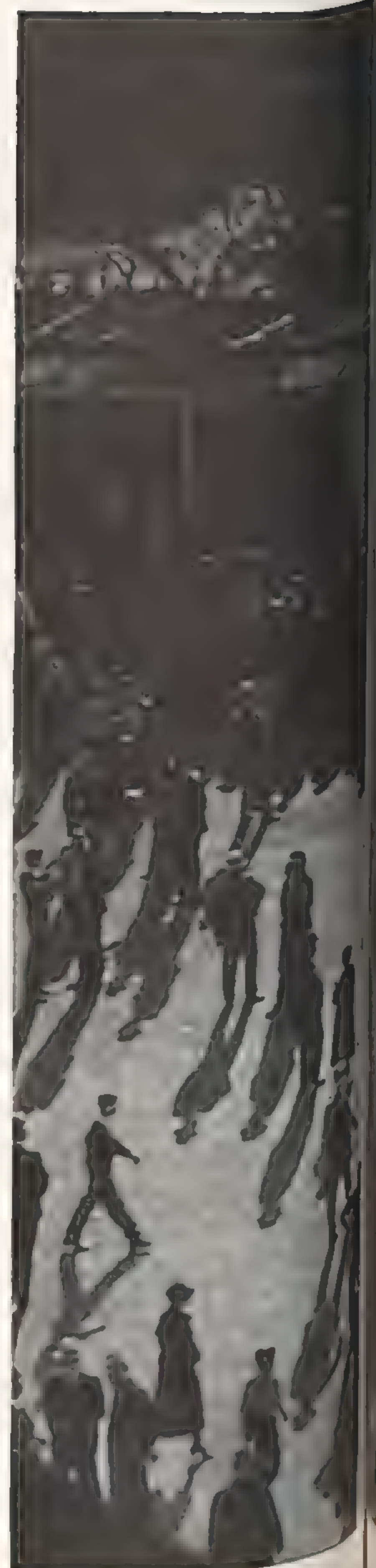
ALTMAN chose a warp-printed taffeta in red-and-white—a current version of a classic spring fabric—to make the crisp-looking underskirt and ruffled collar of the redingote-dress in the centre, above. The redingote itself is made of a sheer wool in navy-blue

MILGRIM sponsors this slightly more formal dress of printed silk with cherries spilled over it in a bold red, black, and white design. Black patent leather cherries hold the girdle fast, and the full sleeves are trimmed with appliquéd cherries picked out of the actual fabric



# SEE HOW THEY RUN

AT CALIFORNIA'S NEW RACE-TRACK







SHERIL SCHELL



LOS ANGELES has a magnificent new racing centre—the Santa Anita race-track at Arcadia. The most striking things about it, at first glance, are the extremely blue colour of the grand stands, which remind you vaguely of a baby's bathtub, and the brilliant background it provides for the wearing of clothes. The delight of the dressmakers (not to speak of their clients) in this new parade-ground is unbounded. The West Coast now has its Longchamp.

The opening crush was terrific. Every one had to see this new pride of California. Film stars and mannequins dressed in their usual eye-openers; the dashing polo crowd; film magnates; curious and distinguished Easterners.

Sam Goldwyn radiated in one box, Mae West in another. Bob Montgomery, looking very Fred Astaire, was there with Whitney de Rham. And the club bartenders, far too few in numbers, took refuge in deafness. As for the big race, C. V. Whitney's "High Glee" won it—amid cheers.





## FRENCH



### FRENCH: Marching from left to right:

- Greco's blue kid shoe, with tan lizard. The lacing keeps the tongue snug
- Tongues climb high on Bunting's pump of coloured lizard and kid. Of silk crêpe and gold kid for evening
- Heel and toe are of black linen; the rest, of white linen, in Greco's day pump (third), with a broad strap
- Bunting's new version of the ghillie shoe—brown perforated antelope on brown kid; solid leather heel
- A vamp as high as that of an eighteenth-century slipper is favoured by Julianne for this shoe of satin and gold kid. For day, two tones of kid
- The high vamp again—Julienne's sandal of vivid satin, linen, or of straw



## BRITISH

### BRITISH: Marking time beside Big Ben is Hellstern's instep-strap shoe, of black suède and patent leather

- Next is Bunting's beige kid slipper with a blue and gold kid tongue
- The classic black patent leather pump with a cut-steel buckle and high tongue is from Flack and Smith
- A shell-shaped line is achieved by white crêpe and satin stripes in the fourth slipper; Fortnum and Mason
- Maxwell makes this traditional brown calf walking shoe (fifth in line) with instep straps and toe perforations
- Next—Flack and Smith's brown calf shoe with sun-ray perforations
- Last is Bunting's brown kid and suède street shoe—again high-vamped







AMERICAN: (Bottom row, from left to right) E. P. Reed's "College-Bred" brown-and-white sports shoe

- Beside it is a buckskin and alligator shoe for spectator sports wear, exclusive with the Foot Saver Shoe Shop
- Third, an Arnold Authentic "Kitzbühel" in red, blue, and green leather, for beach and country wear; Best
- You'll dance all night in Nancy Haggerty's very new heelless black satin slipper (first on this page, below)
- Bob's custom-made silk crêpe and gold kid slipper has an ankle-strap
- Delman builds this crêpe and silver kid opera pump on simple, lovely lines
- Edouard makes a high-tongued pump of rust calfskin to your measure



AMERICAN







BEST; RANSOHOFFS; NEIMAN-MARCUS

(UPPER RIGHT) BONWIT TELLER; BULLOCK'S-WILSHIRE; NEIMAN-MARCUS; MARSHALL FIELD





NEIMAN-MARCUS

SAKS-FIFTH AVENUE; I. MAGNIN

SAKS-FIFTH AVENUE; I. MAGNIN

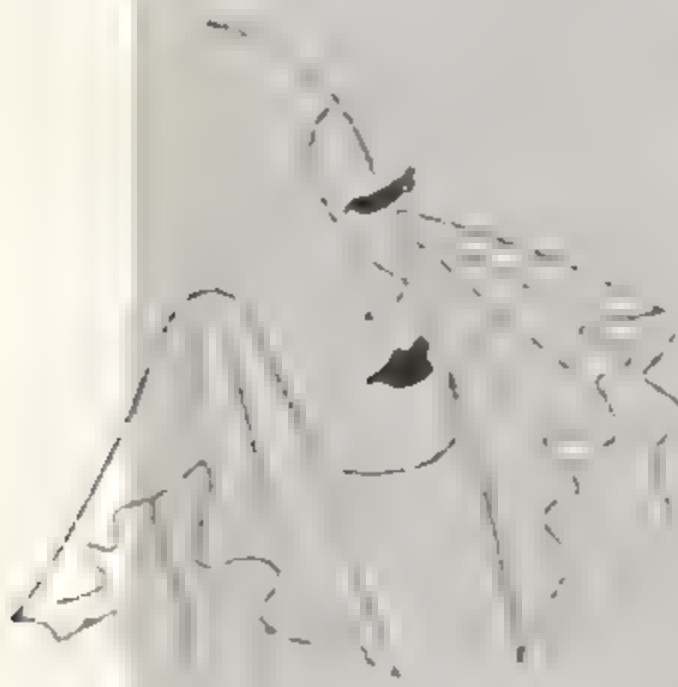
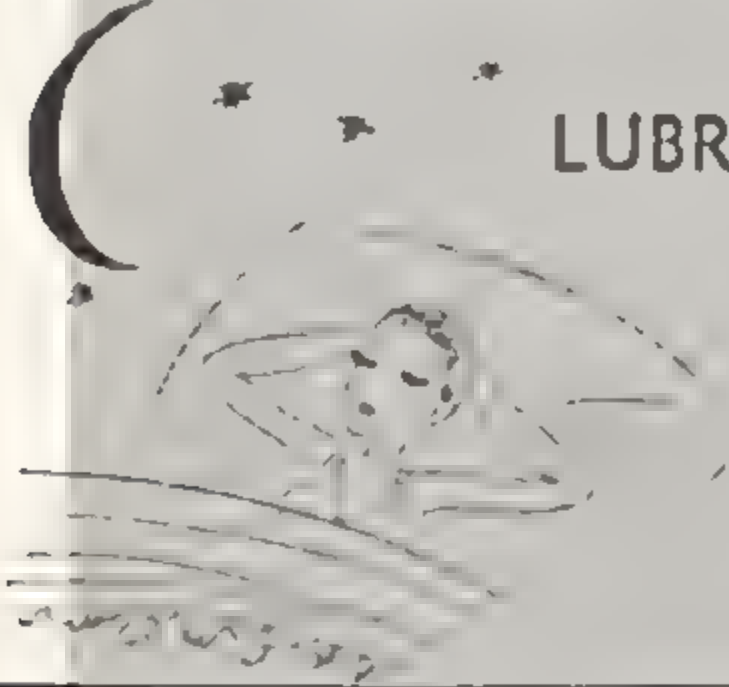


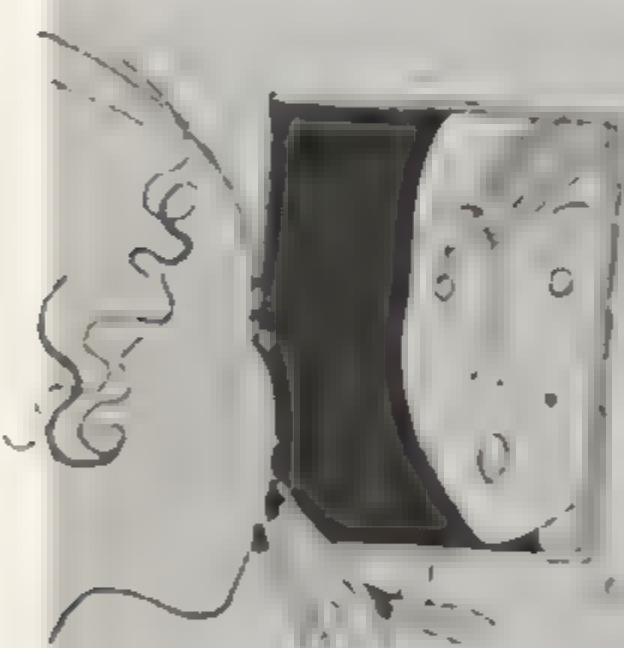
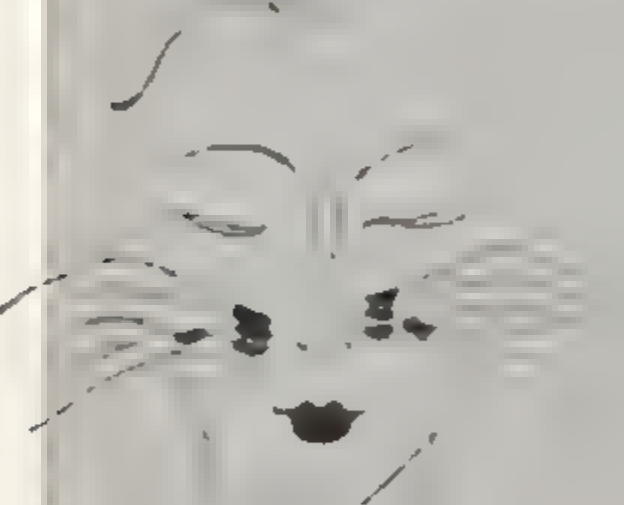
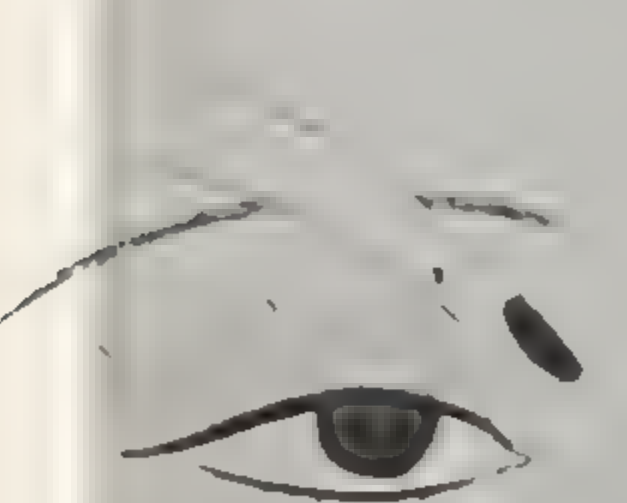

## Sewn in Porto Rico

THE women at the right, wielding one of the most important tools of Porto Rico—the needle—were born to sew, but it took a lot of patience and a lot of time on the part of the intelligent American manufacturers to make them into finished needlewomen. The manufacturers taught them French embroidery stitches and how to sew a bias seam to stay. Now, the really good lingerie that comes out of Porto Rico is a close rival to the French; it is designed and cut in America of the best American pure-dye silks, and only the sewing is done in Porto Rico. We show here five examples. At the far left, an elaborate satin slip with hand-run Alençon lace coming up the front and bordering the top. On the facing page, a satin chemise, deep in Alençon lace and slimly cut. The satin nightgown above has a lace back and a bow tie. The “Yolande” panties of crêpe are beautifully cut, with lace set in lavishly, and their dressmaker pyjamas of white satin have cherry-red appliqués.



NEEDLEWOMEN IN A “YOLANDE” FACTORY IN PORTO RICO



TYPE OF CREAM	DESCRIBED AS	METHOD OF APPLICATION	ESPECIALLY ADAPTED TO
 <p>CLEANSING</p>	<p>Cleansing Cream Liquefying Cream Cold-Cream</p>	<p>Apply in upward, outward motion over entire face. Remove with tissues; or cotton wrung out in skin tonic. Use before every application of make-up and before going to bed</p>	<p>All types of skin. Liquefying creams are generally considered to be best adapted to oily skins</p>
 <p>LUBRICATING</p>	<p>Nourishing Cream; Tissue Cream; Tissue Builder; Skin Food; Nutrient Cream; Emollient Cream; Wrinkle Cream; Facial Cream; Massage Cream; Night Cream; Cold-Cream</p>	<p>Apply after the skin has been thoroughly cleansed. Smooth, pat or mould very gently with the fingertips all over the face and around eyes</p>	<p>Normal Skins; Skins Inclined to Dryness; Older Skins; Wrinkled Skins</p>
 <p>FOUNDATION</p>	<p>Finishing Cream Make-Up Foundation Vanishing Cream</p>	<p>Dot small amounts over face and neck and smooth lightly with fingertips till skin is evenly covered. Always use before make-up application</p>	<p>All but very young skins. Many foundation creams are especially differentiated for oily and for dry skins</p>
 <p>STIMULATING</p>	<p>Circulation Cream Circulation Ointment</p>	<p>Apply over entire face, in the manner of a masque, omitting eyelids. Always follow stimulating cream with an application of lubricating cream</p>	<p>Oily Skins; Sallow Skins; Lustreless Skins; Coarse Skins; Older Skins</p>
 <p>BLEMISH</p>	<p>Skin Ointment Healing Cream Salve</p>	<p>Spread cream over affected area. Leave on surface of skin, or apply according to individual directions</p>	<p>Skins affected with pimples, eruptions, or incipient blemishes</p>
 <p>PORE</p>	<p>Pore Paste Cream for Enlarged Pores</p>	<p>Smooth over enlarged pore area after skin is cleansed for the night</p>	<p>Skin with enlarged pores</p>
 <p>EYE</p>	<p>Eye Wrinkle Cream Eye Wrinkle Paste Eye Tissue Cream</p>	<p>Pat very gently with cushioned part of finger-tips under the eyes, around the corners, and over the eyelids</p>	<p>Skins with incipient wrinkles and crow's-feet; Thin Skins; Dry Skins</p>
 <p>HAND</p>	<p>Hand Cream</p>	<p>Finishing type—smooth over hands after every washing. Lubricating type—massage well into hands at night. For very rough hands, apply liberally and wear gloves overnight</p>	<p>All hands, and especially those which are inclined to be dry, rough, or red; Elbows; Foot massage</p>



## WORKING TIME

Two and a half minutes are needed for careful application and removal

Application—one minute. Duration—overnight; or bath and rest period

One minute—including application around hair-line and under eyes, so entire face is smoothly covered

Application—one minute. Duration of stimulating cream on face depends on individual preparation, varying from five minutes to one hour. Follow individual instructions exactly

Application time depends on type of preparation. Duration—overnight

Application—half a minute. Duration—overnight or specified time

Application—one minute and a half. Duration—overnight or rest period

Application—one minute. Duration of lubricating type of cream—overnight



OVER two million women in America buy facial creams every year. Whether they expect to find eternal youth or something to clean their faces; whether they swear allegiance to the specialist who transforms them with a battery of creams and lotions or believe the dermatologist who tells them to rub on a little softening cream—they go on demanding—and buying—"good face creams." And thousands of people are spending their lives producing these creams.

When you speak of a "face cream," of course you can mean one of any number of varieties. So many varieties, in fact, and so divers in name, even when they are intended to serve the same purpose, that one of the elementary points in buying creams wisely is to know what kind you are getting, as well as what to do with it when you have it. Herewith, therefore, Vogue's cream chart, compiled and depicted for your edification and guidance! We don't say that these are all the creams that exist. Nor do we say that every woman needs all of those that are represented here. We do say that this is a good working guide in buying your creams and in using them, once you have bought them.

When we were delving into the cream industry, we assembled a fund of miscellaneous information about creams and their makers that seemed pretty fascinating stuff, to us. Certainly, there is one obvious thing about the whole beauty business. In no profession in the world do manufacturers have more intense, unvarying belief in the supreme good of their own creations than exists on the part of the makers of beauty preparations. It's a faith that burns with a flame that ignites every one who comes into contact with it—from the always beautiful little girl who puts the creams on your face, to the people who sell them and write about them. You can class it as commercial, but you can't get away from the fact that here is an industry that has supreme faith in itself.

There are fashions and trends in creams. Back in 1905, a cold-cream was about all you could get to put on your face, and it was thick, heavy, and sticky. Massage was a pretty new word, then, and massage cream was the kind that had a good, substantial pull on your skin. Practically no such creams exist to-day. Any that started back in those days have grown lighter and finer in each change of formula. Thirty years ago, vanishing cream was an advanced cosmetic—the first departure from its parent, the cold-cream, and the use of the two creams marked you as pretty sophisticated in the art of beauty culture. To-day, one maker has twenty-three separate kinds of creams in her series. Incidentally, vanishing cream never really vanished into the skin. The water and the air in it just evaporated and left a mat surface. Some women think vanishing creams are drying. The old-fashioned types were—the people who made them admit it, but cosmetics, like everything else in the world, profit by experience, and the best of the current vanishing creams are light and fluffy. It's the constant whipping during their manufacture that accomplishes this, as well as the ingredients.

One company that manufactures creams has established a scholarship at the University of Cincinnati, under a famous doctor of biochemistry, purely for cosmetic research. The way in which some of the cream formulæ are evolved makes good reading. A sun-proof cream that was a sensation when it was introduced had its origin in the laboratory of a physician who did a great deal of skin work under sun-lamps. He had to have something to protect his own hands, and the formula which he evolved was purchased and used as the basis for the cream. You *can't* get burned with that cream on! The same specialist has a beauty film that gives the lovely, dull sheen of the sheerest stockings to unclad (Continued on page 92)







# VOGUE'S

## *finds of the fortnight*

**SELECTED BECAUSE**—this youthful jacket-frock (lower left, opposite) shows the new use of prints with plain fabrics. The frock and loose-backed, sleeveless jacket are of wool, brightened with a gilet of printed silk. Petite Moderne Salon at Saks-Fifth Avenue; \$30

**SELECTED BECAUSE**—this jacket-suit (upper left, opposite page) is done in what the British call "rag tailoring," meaning soft and casual. This model is of monotone tweed, with sleeves and jacket quarter-lined and the smartest of notched lapels. De Pinna; \$35

**SELECTED BECAUSE**—this dressmaker suit (centre, opposite) is a real find for the woman-who-can't-wear-tailored-suits. The blouse top, with its becoming neck-line, is of silk crêpe. The skirt and coat are of Forstmann's crêpe woollen. From Bonwit Teller; \$40

**SELECTED BECAUSE**—this suit of spongy wool (extreme right, opposite page) is the golden mean between strictly tailored and dressmaker suits. Shoulder-wide lapels button back from a set-in, stitched linen collar in a contrasting colour. From Altman; \$30

**SELECTED BECAUSE**—this cape ensemble (upper right) has a quaint and youthful charm that's precisely what you want this spring. The taffeta-lined cape of flat caracal is separate from the one-piece wool frock, so that it can top other costumes. Best; \$40

**SELECTED BECAUSE**—this jacket-suit (right) is of an unbeatable combination for spring—wool and taffeta. The dolman-like jacket is of Forstmann's cloque wool crêpe; the attached blouse is of brocaded taffeta, with a scarf. From Lord and Taylor; \$40

**WHERE AND HOW TO BUY:** No matter where you live, you can buy Vogue's Finds of the Fortnight. On page 108, you will find a list of shops that have the models shown on these pages. If no shop in your vicinity appears on this list, write to Vogue, 420 Lexington Avenue, New York (please enclose a stamped, addressed envelope), and we will send you the name of a shop that is near you







## *Designs for Dressmaking*

• FROCK No. S-3792 crystallizes the new feeling for clothes that are frankly charmers. Up from the V neck-line and cuffs of this one-piece dress foam bands of crisp ruching that are ever so flattering and feminine. In back, a narrow panel ends in soft pleats. Of a novelty crêpe of "Acele." Designed for sizes 12 to 42

• FROCK No. 361 has a double quota of details that charm. Twin bows, cut in one with the blouse, give softness to the shoulder-line. Of Seraceta and silk matelassé. Designed for sizes 12 to 42

• FROCK No. 360 has a refreshing new neck-line treatment. The draped bias collar folds over in front to form smart revers. Of Foreman's cross-dye cloque crêpe. Designed for sizes 14 to 44





- ENSEMBLE No. 354—Dress-and-jacket suits are of prime importance this season. Here, a short boxy jacket with the new square yoke tops a simply cut frock. Designed for sizes 14 to 20; 32 to 38
- COAT AND SKIRT No. 6935—Add a blouse and a scarf, and you have a perfect costume for spring. The piqué collar and cuffs are detachable. Of Kaufman's tweed. Designed for sizes 12 to 40
- ENSEMBLE No. S-3791 swings a loose-backed coat over a one-piece frock to make a smart costume. Designed for sizes 12 to 42
- COAT No. 357—For your more formal coat—this model with its softly draped collar and full, wrap-around sleeves that button on top. Of Forstmann's smooth woollen. Designed for sizes 14 to 42

BACK VIEWS OF THESE MODELS WILL BE FOUND ON PAGE 90

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; 1196 THE MERCHANDISE MART, CHICAGO, ILLINOIS; OR 523 MISSION STREET, SAN FRANCISCO, CALIFORNIA; IN CANADA, 360 ADELAIDE STREET, WEST TORONTO, ONTARIO. PRICES WILL BE FOUND ON PAGE 107.



# Shop-hound

## Tips on the shop market

**C**RUISE notes: don't take tweeds and woolly sweaters to the West Indies, and don't go to Bermuda without them; don't wear evening gowns with trains on shipboard; don't run in and out of the smoking-room in shorts; don't take fur coats to South America, where, at the moment, it happens to be the dead of summer; and, above all, don't go anywhere on a boat without dark glasses if you expect sun. These aren't laws, but they are good ideas if you want to enjoy your cruise.

Mrs. G. Hilmer Lundbeck, junior, is at Saks-Fifth Avenue for the sole purpose of giving you such advice, and she should know, since her husband is connected with a steamship line and she has spent a good deal of her time on cruises. She has made every mistake that you or I would make in wrong luggage, wrong clothes, and wrong ideas until she has mastered the problem and can tell you exactly what you will need for every stopping-place, as well as on board. After all, if you have only a few days of escape from grim winter, you ought to go prepared to enjoy yourself every moment without any catches. Go and talk to her (Saks presents her to you gratis), or, if you are out of town, she will answer your inquiries by letter.

Having a cruise counsellor on the third floor should be a great relief to the sales force whose knowledge of climatic conditions is put to test with every bathing-suit or dress sold. Mrs. Lundbeck isn't phased by questions anent the rain possibilities of Haiti, or whether you're justified in being afraid of sharks, or any other little tropical topics you have in mind.

- Mr. Weatherill, who displays such beautiful scarlet coats in his windows on Fifth Avenue, told me some awe-inspiring facts about the traditional business of turning out correct riding-clothes. It seems that the cut of breeches is so important that his brother in England considers it not only his personal right, but his duty to cut every pair of breeches that go out of that august establishment. This point of view goes for orders taken in America, too. Once some upstart in the organization dared to put shears to cloth—and the resulting consternation wasn't eased any by the fact that the breeches turned out to be perfect. After the

- Shop-hound spends her life nosing around the shops of New York. While she can not undertake shopping commissions, she will be glad to give advice or information. Write to Vogue, at 420 Lexington Avenue.



cutting, much fine and meticulous hand-sewing goes on, and I must say that, after examining a pair of jodhpurs inside and out, I agree that few American workers would have the patience to aim their needles at exactly the right spot every time. The leather strapping, for instance, on the inside of the legs, would show any false pricks of the needle, and, to a connoisseur, the breeches would be ruined. I claim no such fastidiousness, but I liked the beauty of the workmanship and the cloth (brick-red cavalry twill) and the way the leather strapping went all the way to the ankles, and I would certainly enjoy the confidence that wearing a pair of jodhpurs cut by Mr. Weatherill would give. (These cost about \$65 made to measure; breeches, about \$55.)

Actually, riding-clothes are a small part of the business at this shop, which will tailor absolutely anything for men or women. I looked at a grey Shetland tweed suit with a divided skirt that had just been finished for a lady who flies a good deal and likes to be prepared for parachute emergencies and yet wants to look properly dressed on arriving at her destination. The one-button jacket was cut on the undated classical tailored lines that will be good forever—Mr. Weatherill would be ashamed of a suit that wouldn't come to life under a hot iron and a damp cloth, no matter how old it was. His women's suits start at approximately \$125, and you can count on having only virgin wool used in your fabric—which means that the fibres will be long and strong.

- There is a book out called *Riding Forward* to teach you riders the forward seat that the Italians have made so popular. You might be able to prop it up on the front of your saddle and follow it step by step. It's by Vladimir Littauer, Captain of the First Hussars, R. I. C., and it's really good and comprehensive. I liked the chapter on the horse as a machine with a soul. If you learn how to direct the machine in an efficient way, the soul follows along, as docile as anything, apparently, and all you have to do is to stay with it. It is a good theory, although I've gotten along all right so far with my own theory: that a horse may be bigger than I am, but, after all, I'm on top. It's the sort of book that makes a perfect gift (Continued on page 96)



**"I thought home-made soup a necessity...until Campbell's Soups helped my little girl so much!"**

*says Mrs. Kiliaen M. Van Rensselaer*

FOR years Mrs. Van Rensselaer felt that soups worthy of her table must be made in her own kitchen. Then her older daughter, Elizabeth, became quite ill. And in prescribing her diet the doctor recommended not merely soups... but Campbell's Soups.

"It was quite a surprise to me to have our doctor recommend Campbell's Soups," says Mrs. Van Rensselaer. "However, their variety not only satisfied all of Elizabeth's varying whims, but provided the nourishment which brought back her strength. Needless to say, I tried Campbell's Soups myself and they now have a regular place on my luncheon and dinner menus."

Campbell's Consommé is one of Mrs. Van Rensselaer's favorites for dinner. And a wide variety of the heartier kinds of Campbell's Soups is served for Patricia's and Elizabeth's luncheons.

(Above) Mrs. Kiliaen M. Van Rensselaer, of New York, is the former Elizabeth Post, daughter of Mr. and Mrs. Waldron W. Post. She is exceedingly popular with all who meet this member of one of the most distinguished New York families.

(Right) Patricia and Elizabeth Van Rensselaer, daughters of Mrs. Kiliaen M. Van Rensselaer, enjoying a luncheon which includes Campbell's Vegetable Soup — a particular favorite of both of these charming children.



**CAMPBELL'S** *Vegetable Soup*



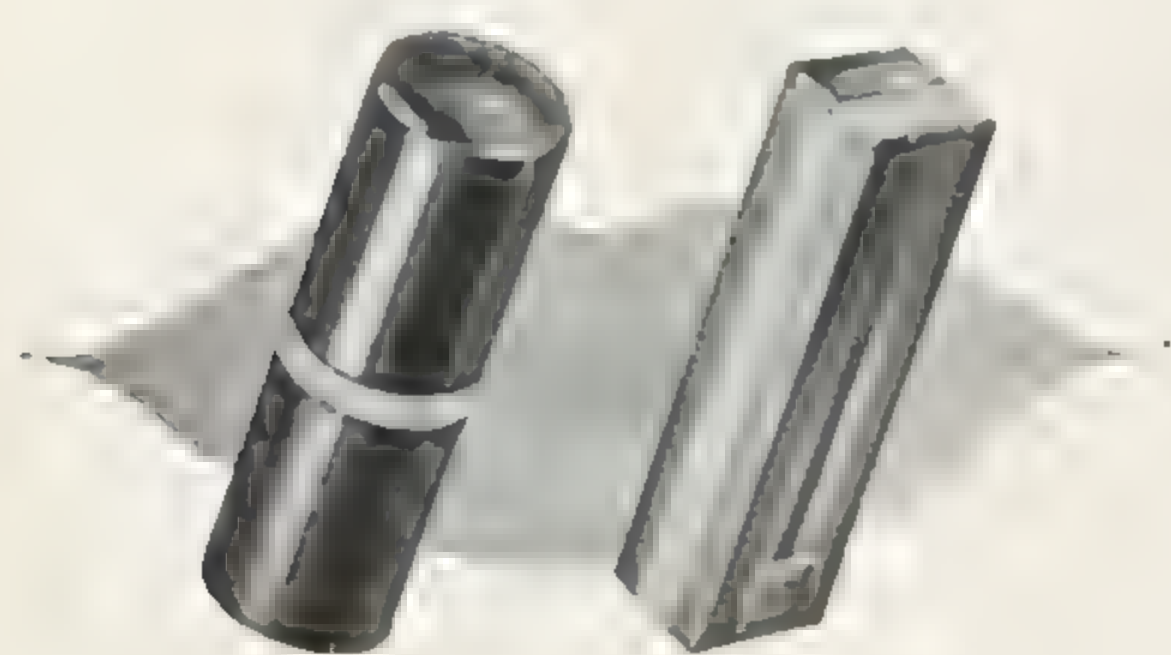


# One More Kiss

*One more kiss before you go — Fifty kisses wouldn't show — Though my lips are moist and bright — Though your collar's smooth and white — TUSSY cannot leave a smear on my darling cavalier!*

*Men these days are rather*

*fussy — Take no chances! Cling to TUSSY.*



**Tussy**

**COSMETIQUES**  
LESQUENDIEU . . . Paris . New York

A MIRACLE...The new Tussy AUTOMATIC LIPSTICK, in a one-hand case that works without hammer or curses. Never jams, even in the shambles of a woman's handbag...Tussy LIPSTICK, indelible, keeps your lips smooth and moist, without cracking or peeling. Eat, drink, smoke, even kiss all you please, the color lasts and lasts and lasts.

Five Smart Shades...Tea Rose, Apricot, Flame, Rose-Coral and Raspberry.

AT ALL LEADING STORES, \$1.00

Also obtainable in Gun-metal case that works with a twist . . . \$1.00

LIPSTICK • ROUGE • NAIL POLISH  
POWDER • LA REINE DES CREMES  
EMULSIFIED CLEANSING CREAM

Lanvin's newest perfume, "Rumeur," is a poignant type of fragrance, light and sweet, but with a woody overtone. It appears in the charming little round bottle with the gold stopper that holds all of the Lanvin scents



## ON HER DRESSING-TABLE

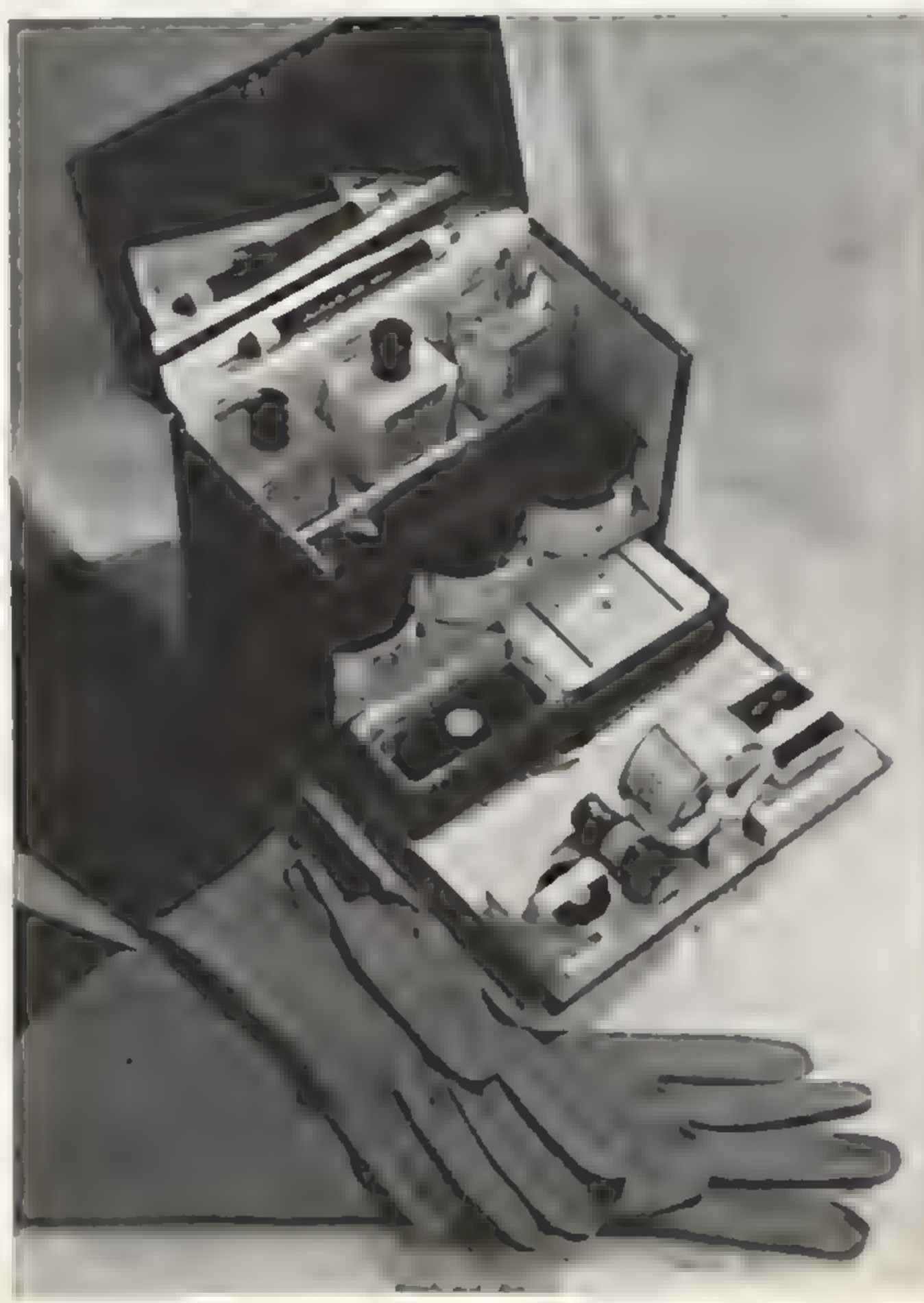
ENCOUNTERING bits of gaiety in the perfume world is always pleasant. Madame Lanvin has the faculty of giving her perfume names that make you want to buy them even before you smell them. First, we had "Scandal," then "My Sin," and the latest one, which you see above encased in its smart box, is "Rumeur." It is like a *rumeur* when you use it, too, floating lightly, but provocatively in the air and catching people's attention every time it comes near them.

• Out Chicago way, Madame Rubinstein is introducing an exciting new element in her beautiful salon. This is in the person of Diana Huebert, who is conducting an entirely new exercise department, the purpose of which is to make clients not only shapely, but graceful, as well. Miss Huebert is a dancer of note, but she doesn't teach you to dance, although she does remake figures in a rather remarkable way. It's all done with rhythms, and it is not only painless, but pleasant, as you are lead gently from exercises to rhythms and find yourself moving

with the grace of a Greek goddess before you know it. And this is just as it should be, because reducing is not all that we need as we grow older. Even thin people develop that constricted, older-looking movement and carriage, and this rhythmic sort of exercise gives you a wonderful feeling of resiliency and of natural grace. Miss Huebert teaches children, as well as women, and almost all children love this sort of thing.

Another bit of Helena Rubinstein news is the appearance of her gorgeous bath essence—so perfectly named "Enchanté"—in a smaller and less expensive size. This is that essence, four drops of which in your tub leaves an aroma of luxury throughout your room, to say nothing of all over your body. You can buy this new smaller size now in all the shops.

• Mello-glo has a new powder, and its name is Soft-tone. It is a very light, fine powder that looks delicate and transparent on your face. And in introducing this powder, the makers are presenting (Continued on page 82)



Daggett and Ramsdell's new fitted beauty-case is a triumph of design. It is unusually smart, everything you need is included, and it is all as compact as possible; Saks Thirty-Fourth Street. Guibert Frères cinnamon doeskin gloves



*A leading American Dermatologist says:*

**"Their Skin is years younger than their Age"**



MRS. PAUL REVERE III  
of Boston and Cohasset, Massachusetts

- "Not a hint of sallowness. Skin supple—firm. Has the appearance of being ten years younger than her age"—*Dermatologist's report.*
- MRS. PAUL REVERE III, speaking of Pond's Cold Cream, says: "It smooths away little lines around my eyes—keeps my skin soft."



MRS. ALEXANDER COCHRANE FORBES  
Grandniece of MRS. JAMES ROOSEVELT

- "No blemishes. A fine texture. Her skin has the fresh radiance of the early teens"—*Dermatologist's report.*
- MRS. FORBES, grandniece of Mrs. James Roosevelt, says: "Pond's Cold Cream frees my skin of coarse pores."

*You, too, can keep  
your skin flawless  
... young*

BEAUTIFUL SKIN depends very little upon your age. Haven't you seen women of 40 with skin as blooming as that of girls in their teens? Skin youth... skin beauty... is determined by conditions within the skin itself, dermatologists say.

An active circulation—vigorously functioning oil glands—firm, full tissue—toned muscles... these make your skin look young, though your actual age may be sixteen or sixty.

These youthful conditions are often subject to the care you give your skin. Dermatologists' examinations prove this astounding fact—that

women who use Pond's Cold Cream keep their skin years younger than their age.

There is a scientific reason for this amazing power of Pond's Cold Cream to keep skin blemish-free... enchantingly fresh and young.

This luxurious cream is rich in specially processed oils. It is exactly what the skin needs for deep-down cleansing. To revive depleted tissue. And—most important—to recharge glands and cells.

Never let a night pass without cleansing your skin with Pond's Cold Cream. Pat it in every morning—before you make up.

*Lines . . Pores . . Blackheads  
... disappear*

As you use this oil-rich cream, you'll see your skin grow younger—lovelier. You can actually watch lines and crepiness fade. Blackheads, coarse pores disappear. Even drooping contours

firm. While to your skin will come that clear fresh bloom—that silken texture—which invariably distinguish the flawless skin of the women who use Pond's Cold Cream. This same fascinating charm—a glorious gardenia skin—can be yours through the years.

Start now to use Pond's Cold Cream. This coupon will bring you a generous gift package.

POND'S LIQUEFYING CREAM contains the same effective ingredients. It melts instantly. Cleanses thoroughly. Corrects skin faults. Prepares for powder and make-up.

**Send now for Generous Supply!**

POND'S EXTRACT COMPANY, Dept. B, 56 Hudson Street, New York City  
I enclose 10¢ (to cover cost of postage and packing) for 3 days' supply of Pond's Cold Cream with samples of 2 other Pond's Creams and special boxes of Pond's Face Powder. I prefer 3 different LIGHT shades of powder ☐. I prefer 3 different DARK shades ☐.

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

Copyright, 1935, Pond's Extract Company





Rallet's lovely new scent, "Confession,"—is in a distinguished moire box. "Demain," a subtle, enduring perfume by De Raymond has an amusing square bottle. Bourjois eau de Cologne is in a modern blue flacon with a crystal stopper

## ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 80)

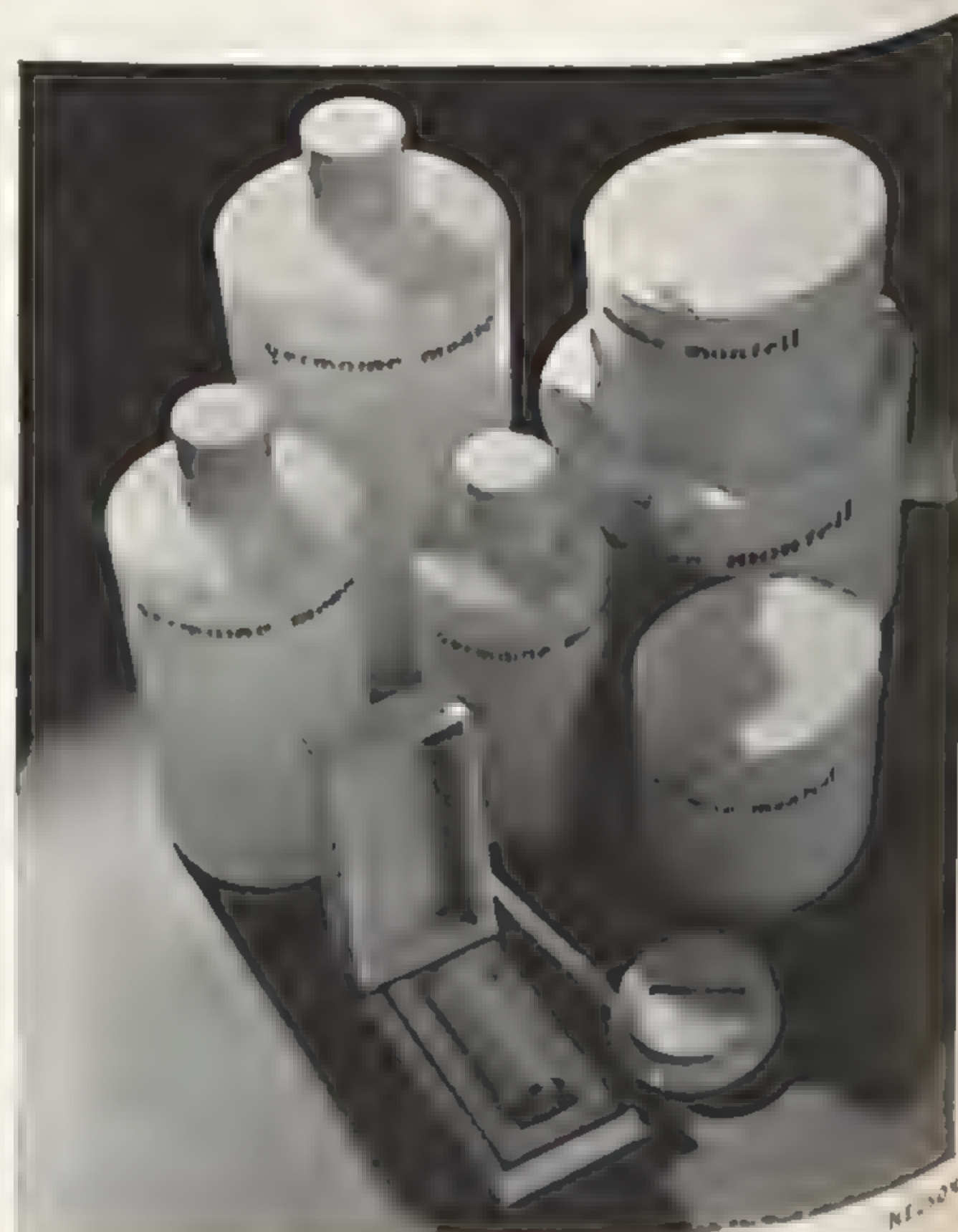
an entirely new technique of powdering, called Mello-glo Modeling. New, that is, to the lay woman, for it is a technique that has long been used by actresses on the stage, and by portrait-painters. And a very sound technique it seemed to us, when we tried it out. Every face in the world has some good features and some less good, and, obviously, the smart thing to do is to play up the good ones and play down the poor ones. You can do this in a remarkably effective manner by using two different shades of powder. Try using a darker shade of powder on too prominent cheek-bones and see how they sink into the rest of the face that is powdered with a lighter shade. Put the lighter powder on a slim little upturned nose, blending the lighter into a darker shade on the rest of the face, and watch the nose become the high light of the whole face. It works, there's no doubt about that. You can make a round face seem longer or a long face rounder by experimenting with two different shades.

Don't put one shade on top of another. Powder the different areas with the different shades, and then blend them. Mello-glo Soft-tone powder is so compounded that it blends perfectly with the slightest touch of fingers or puff. There are no contrasting areas, rather flattering gradations of tones.

There are five shades in the new powder, and you have to take a look at them before you can decide which two are best suited for your face. You'll find the new Mello-glo in a new box at cosmetic counters all over the country. Be sure to ask for the booklet of Mello-glo Modeling. Aside from the modeling suggestions, there are some excellent general powdering ideas incorporated in it.

• Below, you will see a group of the new Germaine Monteil preparations, and perhaps, by now, they have reached the counters of your favorite shop. If so, go and take a look. They are well worth looking at just for their (Continued on page 84)

At the right is a group of the Germaine Monteil products, smartly turned out in egg-shell and brown—a new and comprehensive series of preparations to be had in smart shops throughout the country







**SO SMART... SO COMFORTABLE  
... SO ECONOMICAL**

Today's La Salle is known to all America as the world's smartest car... a car that has inaugurated an entire school of streamline design. Among owners La Salle is prized also for its cradle-like comfort... its delightful ease of handling... its exceptional economy of operation. As to *value*, everyone agrees that "never has a price so low bought such high quality in a car so smart." Your dealer will gladly demonstrate at your convenience.

**LA SALLE**

**DESIGNED AND BUILT BY CADILLAC**



## ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 82)

appearance, to begin with, in their smart egg-shell jars and bottles with brown lettering. This is a very complete series with several high lights in the form of preparations that are appreciably different from the regulation types. One of these, for example, is a Cleansing Tonic that is pleasant and refreshing, an excellent type of preparation for a morning cleanser. The Night Feeding Cream, the very title of which makes you feel that all during the night the cream is going right on feeding your starved skin, is rich with softening oils. The Beauty Balm is a light softener and makes an excellent powder foundation. All of the things have a nice, expensive smell, and the eye shadows, which are in flattering and exciting colours, come in the largest pots we have ever seen for eye shadow. If you don't find these preparations in your own shop, they can be ordered from Bonwit Teller in New York.

• Is it that you like a smooth, alabaster finish for your arms and back by night—and one that won't come off? If it is, you can get it in a new preparation known as Permalba. This looks like a heavy, thick cream in its jar, but, on you, it's a film of loveliness. You moisten it with water and then rub it over arms, neck, shoulders, and back. We say rub, because we think that getting it worked in a bit must be part of the secret of its non-come-off quality. We even moved our arm surreptitiously against the sleeve of our dancing partner, just to test it, without any damage at all. Permalba doesn't look much like make-up either, rather a fine alabaster finish to your own skin. We found it in the shop of Gladys McCune, in Madison Avenue, and it is also to be had in several of the better department stores throughout the country.

• There's a new facial treatment to be had at Émile, Your Hairdresser's, in Rockefeller Center, that might be called the top in reclaiming winter-weary faces. It's known as the Re-Naitre Treatment, and if the name is familiar, it is because the basic cream of the treatment—a tissue cream also called Re-Naitre—is a favourite of long standing with women all over the country.

As the first step, your skin is bathed with a toning cleanser that issues forth from a vapourizing gadget in a fine spray. Somehow, this spraying process seems to do a better job of routing out deep-down grime than anything we've encountered in many a day. After the cleanser has been wiped off, there's another spray-bath—a clear, refreshing liquid called Bath of Youth that removes every trace of greasiness and leaves the skin spanking clean. Next, a

few drops of neutralizing liquid; and, finally, the Re-Naitre tissue cream, smoothed in until only a slightly moist film—which serves as a powder base—remains. A brisk massage of your back with powdered milk to cleanse the skin and whip up the circulation; skilful make-up; and you have a face that looks and feels as fresh as spring!

Sharing honours with the Re-Naitre tissue cream, which is the backbone of this treatment and which contains glandular extracts that seem to be most revitalizing in their effect, is the Skin Tone Cleanser. Not only does this creamy liquid go valiantly after the grime, but it's excellent to rub on your skin before the bath to soften and soothe chapped areas. You can buy the Re-Naitre preparations at most of the better shops.

• Rose Laird is a person who has no end of tricks in her beauty bag, for which abundance we give thanks. For the face, there's a new liquid cleanser, "Am-ber-ain," that works like a charm whether your skin is oily, dry, or normal. "Am-ber-ain" has other claims to fame, too, in that it stimulates the circulation (need it be repeated that stimulation is the foundation of all skin beauty?), and that it has a marked antiseptic action. This last should be of especial interest to those with skins inclined to harbour blackheads and bumps, for an antiseptically clean skin just isn't hospitable to the external elements that cause skin eruptions. If you are devoted to creams for cleansing, "Am-ber-ain" is refreshing and good for the skin as a tonic and remover of the creams. Or, if you want a quick cleansing before putting on new make-up, this preparation is a real triumph.

Three little kits for the hair are other new items in this cosmetician's group. Packed together in a convenient box at an attractive price are a special tonic and shampoo designed to help in correcting the specific ailments to which your individual scalp is heir (no pun!). Clear instructions that are simple enough to spur on even the laziest individuals are tucked in with the bottles. They're nicely timed, these kits, for now, almost more than at any other season of the year, hair requires all the attention you can possibly give it.

• On page 80, you see a photograph of the newest Daggett and Ramsdell fitted beauty-case to which we would like to award one of our first palms for 1935 for the smart way in which it has stowed everything you want en route, and after you reach where you're going, into such a compact, chic case. You will find this newest case, known as "Salon Kit," in many of the leading shops throughout the country.



The town and country suit with the new length coat—the new corded and collarless neckline—the corded skirt. In an exquisite shade of beige wool with a beige and red wool blouse and hat to match. One of an enchanting group of spring suits superlatively tailored by Milgrim.

MILGRIM 6 WEST 57th STREET, NEW YORK

Detroit

In Miami Beach, 738 Lincoln Road

Cleveland





# A Gift for You from Helena Rubinstein

For the first time in the history of cosmetology, Science has discovered the way to re-supply the elements of youth to the skin—directly and instantly. This new discovery is Herbal Cleansing Cream—my latest achievement. Herbal Cleansing Cream gives back to the skin the very bloom of loveliness! It is acclaimed by eminent physicians and scientists both here and in Europe, the most advanced beauty discovery of modern times!

To introduce Herbal Cleansing Cream widely among discriminating women, I am presenting a jar in the dollar-fifty size to purchasers of my famous Youthifying Tissue Cream—in the two-dollar size.

Herbal Cleansing Cream is composed of rare herbal juices and vitamins which are taken up quickly and eagerly by the tissues, and expel impurities and clogging substances. These active ingredients, being in biological harmony with the skin cells, bring about a natural stimulation and re-activation which is the very life of the skin! . . .

I could go on indefinitely telling you the wonders Herbal Cleansing Cream has accomplished in my Clinique de Beauté in Paris—but the quickest, most delightful way for you to realize the thrilling truth about this Cream is simply to use it. And so, I present it to you with my sincere compliments.

*Helena Rubinstein*

You who realize the vital importance of using only the highest quality beauty preparations—you who are paying the penalty of economizing on your beauty during the past few years—will accept eagerly this gift from Helena Rubinstein . . .

It is for you that Helena Rubinstein has worked years in collaboration with Europe's leading scientists to produce Herbal Cleansing Cream and Youthifying Tissue Cream. She wants to guard you against the dangers of your experimenting with your beauty. She wants you to know, once and forever, the wonders you can accomplish with these two supreme creams.

This is the most opportune time for you to receive your gift—now when your beauty is suffering the ill effects of harsh winds. Everywhere one sees faces that are sallow, dried-out, weathered—lined at the eyes—crepey, ageing throats—chapped, roughened hands and elbows.

Copy, 1935, Helena Rubinstein, Inc.



In this exquisite gift package Helena Rubinstein presents with her compliments a regular dollar-fifty jar of her new Herbal Cleansing Cream with each purchase of her famous Youthifying Tissue Cream (in the two-dollar size).

Let Herbal Cleansing Cream bring radiance—a fresh bloom to your skin! . . . Let Youthifying Tissue Cream correct harshness, dryness, lines—on your lips as well as your face . . . Watch it coax back satin-smoothness . . . Rely on it always to speed the return of youth to your face, your throat, your hands—to preserve your beauty for years to come!

Helena Rubinstein's generous gift of Herbal Cleansing Cream awaits you at her Salons and through authorized distributors, only in the United States—until the end of March.

**helena rubinstein**

8 East 57th Street, New York

LOS ANGELES • SEATTLE • BOSTON • CHICAGO • DETROIT  
PALM BEACH • PARIS • LONDON • MONTREAL • TORONTO



# The End must justify the Creams!

\* \* \* \* On that basis only do we counsel Harriet Hubbard Ayer preparations . . . the application of Luxuria and its two famous attendant creams is not the end of the story but the beginning of a new chapter of romance . . . for between the operations of putting on and taking off they blend new beauty in! . . . first, *Luxuria* to cleanse and soften and prepare the skin for later loveliness . . . next, *Skin & Tissue Cream* to help tone up the muscles and smooth out tell-tale lines . . . and last, *Beautifying Face Cream* to clarify the shadows and give a radiant undertone for powder . . . three successive and successful steps that have brought new enchantment to many lovely women and are waiting to bring it to you.



first, *Luxuria* . . . 45c to \$2.75

next, *Skin & Tissue Cream*  
85c to \$7.15

and last, *Beautifying Face Cream*  
85c to \$7.15

HARRIET HUBBARD AYER, INC.

323 EAST THIRTY-FOURTH STREET, NEW YORK

*Beauty Preparations*

Montreal  
Paris  
London

## NIGHTGOWN EVENING GOWNS

IT WAS necessary to hold an inquest to solve the enigma. Where were they worn—all these frivolous nightgowns of which Olga Hitrovo had said: "All I can say about them is that I present them and sell them—but I can hardly believe that my clients wear them to sleep in."

There are, to be sure, times when one might wear these transparent muslins and laces in bed. But the same young woman who, ill in bed, will like to receive her friends in these fragilities, would hate to wake up in wrecked and crumpled finery.

And what thought Madame Annek, the specialist of muslins, about it? (She it was who made the raspberry chiffon affair shown at the right on page 47—chastely high of neck and long of sleeve, with accordion pleats released to form a flounce. (Bonwit Teller has this model in satin.) We did not have time to ask her. When we came in, she was packing ravishing things, pleated and delicately printed. "No, you will not be able to photograph them to-morrow. They are being packed immediately to a client who has ordered them to wear in the garden of her Cannes villa." No more perfect rôle could be assigned to them.

But there are not enough gardens on the Riviera to explain such an abundance of these extraordinary nightgowns. There must be other destinations for them. Let's consult Elizabeth Arden. Lingerie may not be her speciality, yet her mannequins parade through her salons in these gowns. Let's see what she thinks. "We sell them as evening dresses," is her frank reply. Hélène Yrande calls them "nightgown-evening-dresses" and presented, for the first time, at a recent collection, a large group of them. Clever clients! Not only do they find in this way a formula for dining at home attractively, but they get a dress for the price of a nightgown.

### NIGHTGOWNS FOR DAYTIME

The climax of the investigation was given by Olga Hitrovo herself, when she told us the story of the young woman who buys the most extravagant models in her shop, yet can only bear to sleep in schoolgirl nightgowns chastely closed at the neck and buttoned at the wrist. When she wakes up, she changes into one of these transparent muslin or chiffon extravagances, puts a slip under it and often a "liseuse" over it, and receives massage, manicurist, doctor, shop people, and friends. We show you an example in the centre on page 47, one of Olga Hitrovo's new models with puffed sleeves of flower-printed organdie on a gown of chiffon printed in the same design. The pink flowers have been cut out to form a garland around the neck.

To make these nightgowns look more like dresses, Saint-Maur executes them in two colours. Here are examples: silver-grey and geranium. Turquoise and dark green. Rose and garnet. Pale grey and turquoise. Straw colour and French-blue. Nattier-blue and white, as you see illustrated on page 46. Over the white satin top of this one is a mile-long scarf of blue satin, to wind round your shoulders and twist through the girdle. There are bonbon shades, too, darker and warmer, used

for these nightgown tea-gowns. And another Saint-Maur gown, shown on page 45, is in two shades of green. Hattie Carnegie has this.

Bialo, too, uses pastel shades. See, for example, the gown at the left on page 47, made of mousseline lumineuse, a new sheer silk with a shining surface. Pistache-green satin girds the waist and high, shirred neck, and a shirred gilet trims the bodice.

And now about nightgowns that one does sleep in. The chief item of news is the return of long sleeves—forgotten so long. Schoolgirl—is the perfect description of these new gowns. High necks, often with neat Eton collars, sleeves to the wrists, and a generally tailored air. You can see several examples on pages 44 and 45. Lippe makes another schoolgirl gown with short sleeves—a pink satin one with an Eton collar and vestee outlined with Val lace. Léa Dessay puts a sports collar, as on a polo shirt, on one of her gowns. And Paquin makes a gown with a gilet of lace in front, like a waistcoat.

### UNDER YOUR FROCK

When it comes to other lingerie, what do women prefer? Slips or combinations or step-ins or chemises? The chemise or shirt—the opinion is unanimous on the subject—has practically disappeared. The slip is more or less dead. Combinations or panties and brassières are most popular. As to panties—they will be vaporous, inconsequential, abbreviated—or they will not be. Every effort is made to diminish the bulk of panties. For evening, they are made of silk mousseline, chiffon, or spider-web lace. For day, many women have adopted the jersey pantie.

No panties, did we say? Was it not with the idea of further reducing the volume that girdles and panties have been united? This idea has been treated by several corset makers, and it is so well perfected that the girdle-pantie is now perfection for evening lingerie. Of fine elastic lace, at Vonnys'; of beautiful supple satin or crêpe de Chine, at Laure Belin; of elastic satin encrusted with lace, at Gloriane's. Better still, it allows the suppression of garters. Lastex material, which can be washed in boiling water and ironed, is the basis of many of these girdles.

For sports and travelling, Olga Hitrovo and Valisère make elastic panties which not only allow the omission of a corset, but cling to the body with the minimum bulk. These are of Lastex lace and Lastex satin.

As for the materials and colours of lingerie—both are classical. One does see a few prints on voile or mousseline de soie—the prints appearing to be very vague, because of the transparency of the fabric. Typical of these are the small lily-of-the-valley and daisy prints at Godde-Bedin's. Chatillon. Mouly, Roussel make a new quadruple mousseline de soie called "Cydalise," sprinkled with a fine flowered design. All these are washable. "Hélios" is a crêpe satin façonné from the same house, and "Moussolre" is a small-checked façonné crêpe from Olré.

Chatillon, Mouly, Roussel make three kinds of plain lingerie fabrics; the same shade to form an ensemble; for instance, satin, crêpe, and voile.



# The Camera goes to the meet

## ELKRIDGE HARFORD HUNT

HUNTING is at its best in the choicest sections of Harford County. There a keen, horse-loving field follows a bang-up pack of hounds over the rolling country. Land owners, visitors, rich and not so rich . . . everyone goes in for fox hunting. With the sound of horn, the click of the camera also calls for attention.

And in many a pocket you will find a Kodak Vollenda. It's the favorite of Miss Nancy Heckscher, while Mrs. Forrestal and Mr. Harvey S. Ladew use Kodak Six-20. Mr. Dean Bedford has the latest of all Kodaks, the Retina.

The Kodak Vollenda miniature camera is priced at \$22.50 and \$33.50, according to the lens. Kodak Six-20 is priced from \$14.00 to \$37.50. The new Kodak Retina, introduced for the first time, is a 36-exposure camera of the miniature family . . . Eastman Kodak Company, Rochester, N. Y.



Mr. and Mrs. Dean Bedford, owners of the Fox Hill beagles.



Miss Nancy Heckscher and Mr. Thomas Eastman, just before the start.



Miss Heckscher snaps Mr. Eastman about to mount.



Mrs. Thomas H. Symington, of the Elkridge Harford Hunt, snapped by Mrs. Forrestal.



Mrs. James Forrestal, who hunts at Middleburg and Harford.



Mr. Harvey S. Ladew, M. F. H. of the Elkridge Harford Hunt.





**KISLAV...** ask any smart woman, and she'll tell you she prefers them to all other French doeskin gloves ...and why. There's glove beauty that has no fear of soap and water...no matter how often they are washed.

### *They wash*

In water as hot as you like...no odds. They're not highhat about the kind of pure soap you use, either. No need to rub the skin off your patience...they'll give up dirt without a struggle.

### *they wear longer*

Their tissues are made to defy the wear of friction.

### *they cost less by the year*

Because they wear so long before you need another pair.

### *they are perspiration proof & rain proof*

In all important 1935 shades including Chamois yellow.

**Kislav Gloves**  
MADE IN FRANCE

BUSCARLET GLOVE CO., INC.

Norman Blum Co., Inc.

Sole Distributors for U. S. and Canada

468 Fourth Ave., New York, N.Y. 156 Yonge St., Toronto, Can.

## REST IN PEACE

(CONTINUED FROM PAGE 49)

If it is a lamp that is automatically timed, you don't have to be concerned about it, but don't go to sleep under an ordinary sun-lamp any more than you would under the sun itself.

One night when sleeplessness threatens to lie just around the corner, try one of the Mary Chess Insomnia pads, which is the pièce de résistance of the little bathroom scene on page 49. You soak this pad in very hot water (directions come with it) until the essence of the herbs has seeped out, then fill your tub with water at body temperature and lie in it. The herbs soothe you into the placidity of a new baby sucking its thumb. (Incidentally, the camomile tea and tisanes come from Mary Chess, as well as these Insomnia Pads.) Or indulge in that most satisfactory luxury of having a skilful masseuse come to your house and smooth out every nerve in your body so that you fall gently to sleep before she has even taken her quiet departure. Or use one of the excellent massage gadgets yourself to relieve the tension at the back of the neck, over your spine, on tired feet. Or if you are worn and frazzled and know that, even if you could get to sleep that night, it would be the nervous, unrestful sort, take the time to go to a good physiotherapist. Have a colonic irrigation and a gentle massage under the lights. Take a leisurely tub at home, call a cup of clam broth in bed your dinner, and sleep like an angel for twelve hours.

### MUFFLING NOISES

Noise keeps lots of people awake, especially in town near the rush of traffic and elevated trains. Hardy souls become accustomed to it, but, for those less hardy, there are things known as Flents. They are made of a plastic kind of wax and fit easily into your ears, and, when you have them in, you can't hear anything. They aren't at all uncomfortable, once you are used to them, and they have saved the lives of many who hear every sound from the clatter of the milk-wagon on. Other people can't sleep the moment light strikes them and find daylight naps an impossibility. For them, there are Black Knights (Abercrombie and Fitch), the bits of sheer black flannel which are illustrated on page 48, to turn day into night. Keeping warm helps, too—especially with the beautiful hot-water bottle case that we were enthusing about on page 49, which is from Carlin Comforts.

The problem of sleeplessness has become such a vital one in New York that last year Lewis and Conger installed a complete Sleep Shop, with a consultant on hand to discuss your sleeping problems with you. There are an infinite number of mattresses for you to bounce around on to see which suits you best, and blankets of every length and weight, and an extraordinary variety of pillows, each with some technical point of its own, and machines for cooling air and washing it and for silencing sounds from outdoors. One thing we were drawn to

was an alarm-clock with chimes. We think every one should be as sybaritic as possible about waking to a new day. If you must have an alarm-clock, why not the chimes? Or, better still, even in the house where service is limited, one given duty of the maid should be the closing of windows in the morning, turning on the heat or lighting the fire, and gently awakening her mistress with a cup of tea. If you have had a hard time getting to sleep, you can at least wake up pleasantly.

Here are the sleeping exercises which were evolved by Dorothy Nye, a physical education expert in New York who has worked the quirks out of many tired bodies and recalcitrant nervous systems by her marvellous rhythmical exercises. This quartet for sleeping is based on the fact that a stretch that uses every muscle of the body helps to give relaxation immediately afterward.

### STRETCHING TO SLEEP

1. Lying flat on the back, clasp the hands at arms length over the head, and, keeping the hands clasped, turn the fingers so the palms of the hands are upward. Push down with the legs and the heels. You can feel the pull the entire length of the spine. Relax after each stretch. Repeat slowly four times.

2. Lie in the same position on the back with hands clasped over head and keep body stretched. With the hips kept flat on the bed, roll over slowly, first with the right shoulder, then with the left. Then, keep the shoulders flat on the bed and roll first the right hip up and over, then the left. The entire exercise should be a twisting and turning, first of the shoulders, then of the hips. Repeat four times, relaxing after each sequence.

3. Lie on the right side with the head resting on the right arm, the left hand dropped in front of the body in a relaxed position, and the left knee, pulled upward towards the chest, resting on the bed. Lift the left arm and turn partly over, stretching the upper part of the body and the left arm to the left. The hips and knees do not change position. After stretching, let the arm fall and the body roll back in to first position. Repeat three times, very slowly, then turn over and do the same exercise on the left side.

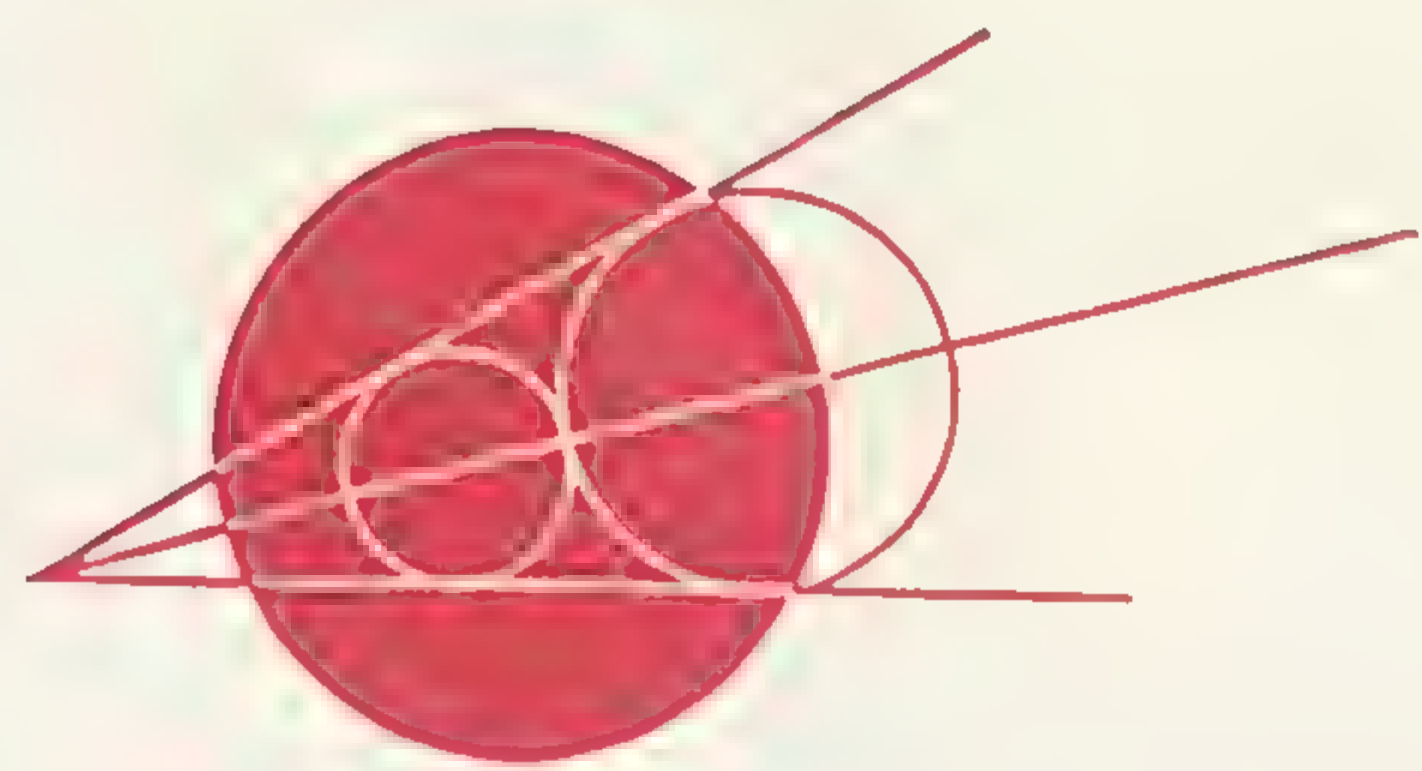
4. The exercise that is illustrated on page 48 begins with kneeling on the bed (or exercise-mat) with the arms stretched high above the head and head dropped back. Reach upward with the finger-tips. Then, begin to relax the fingers, the wrists, elbows, head, neck, and shoulders. Curve the back and slowly droop upper body downward until it is folded up like a ball and completely relaxed. Roll over to the side and remain a few seconds. Repeat three times.

These exercises should not be done in any set rhythm as the anticipation of the next movement defeats the purpose of complete relaxation between each movement.





# T H E   N E W   F O R D   V • 8   F O R   1 9 3 5



## *Modern Comfort and Modern Beauty*

ONE OF THE most important features of the New Ford V-8 for 1935 is its remarkable riding comfort—especially in the back seat. This is achieved by fundamental changes in weight distribution, new seat position, and longer springs of unusual flexibility. You ride forward, toward the center of the car—center-poised between the springs. This gives rear-seat passengers the comfort of a “front-seat ride” and makes every road a smoother road. . . . There’s increased leg room, body room and luggage room and the front seats are 4 to 5½ inches wider. . . . New and modern also are the distinctive lines and colors of the New Ford V-8 and the luxurious upholstery and appointments of the De Luxe body types. . . . The all-steel bodies are equipped with Safety Glass throughout at no additional cost. . . . Ease of steering, new easy-pressure clutch, improved quick-stopping brakes, and the dependable, economical performance of the V-8 engine are additional reasons why it is such a satisfactory choice for the woman motorist. . . . The New Ford V-8 is modern in every detail.





... smart to have a special sweet for every dish

## You see these preserves and jellies are quite unique made from table fruit

... by HELEN THURSTON



I, who have always cheered for the preserves and jellies I put up at home—have I been taken down a peg! Actually I've found a kind *nicer* than my own—made from just the perfect *table fruit*.

Great tree-ripened peaches with delicate skins unbroken, unblemished sun-flushed apricots, firm full-flavored strawberries! *That's* what I mean by *table fruit*.

Surprising to discover it used for jellies and preserves, isn't it?

Yet I find that's the *only* kind of fruit the Tea Garden people accept—right from select orchards! And do you know, they pick the fruit full ripe and *really* rush it kitchenwards? That's to keep in all the fragrance and flavor—yes and the health elements, too—that lie so close to the skin of the fruit.

And slow simmering in small kettles keeps the shape of each fruit perfect in Tea Garden preserves. The jellies, too, are made with just luscious fresh fruit and pure sugar. See why they're so wholesome for children?

But it wasn't till I tried Tea Garden *myself* that I became really excited over these jellies and preserves; so I wish *you'd* just taste them, as I did. Start with the delicious *whole*-strawberry or raspberry preserves on

hot biscuits. Or tart youngberry with hot rolls. And I warn you that the bitter-sweet orange marmalade with toast just *stampedes* a breakfast table.

Of course when you're serving roast lamb or veal you'll want the delightful mint jelly that captures the freshness of the mint leaves. Tart red currant is best with ham, beefsteak or duck—winy Concord grape with wild fowl or game.

And don't wait *too* long before you serve Tea Garden's sweet pickled *whole* peaches or apricots with fried chicken or baked ham. And for salads or cocktails there's a big maraschino-type garnishing cherry that's *really* tender.

You know, I've written a little manual suggesting ways to enjoy these jellies and preserves. It's called "It All Depends On What You're Serving." If you'd like to have a copy free, write me

care of Tea Garden Products Co., San Francisco, Calif.



## URNS WITH A GOURMET

THE other day, we were sitting in Henri's (in Forty-Sixth Street) happily eating bouillabaisse. The other Friday it was, to be exact, because that is the day when this restaurant has bouillabaisse, and we were thinking about Marseilles, and Thackeray's ballad, and how divine the bouillabaisse was, and how we wished we could have some just like it at home. We are always going around asking people if we can buy things that we especially like to eat, to take home with us, and every so often we can. In the case of the bouillabaisse, it seems that lots of people order it regularly, and it is sent to you beautifully complete to every detail, even including croutons of French bread sprinkled with Parmesan cheese to put in first. Henri's has very polite bouillabaisse. There aren't any lobster shells or bones in the fish—and, personally, we like it just like that. But you can have it all complete with bones and shell by asking for it. In fact, Henri's rather respects you for it—when you order it sent out like that; asking for it shows true appreciation or something. The mussels in this bouillabaisse are the plump, succulent kind that you always hope you may get, but so seldom do, and the sauce is something to dream of. We had the dish the other night, served from a tureen on the sideboard, with only salad and cheese to follow, and people still talk!

Having found this triumphant coup, we searched farther. It seems that there are certain of the day-by-day *spécialités* that have proved so popular that Henri's sends out regular weekly orders to people's houses. One such is *Tripe à la Mode de Caen*. Tripe is no favourite of ours, but lots of other people seem to like it. Then there are Snails Bordelaise with Rice and Curry of Chicken, *à l'Indienne*, which also comes accompanied with rice. The rice stopped us for a minute, because any rice that is cooked a second time becomes heavy. But Henri's thinks of everything. The rice is delivered to your kitchen undercooked just a little, and the cook need only finish its cooking in a colander over hot water.

*Baba au Rhum* is another *spécialité* delivered outside the restaurant. We tried that with spectacular success. The *babas* are light as air, and they and the sauce must be at just the right heat before the rum is set aflame. You can have the heating and lighting business done at the sideboard over an alcohol flame or on a *réchaud* plate, or it is simpler to have the heating done in the kitchen, bringing the *babas* to the table in one of those shallow copper dishes, just as the flame is blazing blue. Don't forget to pour as much sauce as possible over your own *baba* before you help yourself, because it's too divine to waste one drop. Of course, the price of the dessert varies according to the number of *babas* ordered, but if you want more rum in the sauce, you can have it by paying more, which amuses us for some reason. No order of fewer than four individual portions can be delivered, but all the Henri prices seem surprisingly moderate to us for what you get. There is a brand-new Catalogue Henri, a positive tome that will be of interest to

hostesses, not only to tell them what they can get, but because it naively gives the ingredients of the sauces and dishes of the *spécialités*—which would be of invaluable assistance to any cook who is good at gauging her own proportions.

• Some time ago, our office day was enlivened by the arrival of a little box and a letter from Julius Wile Sons and Company, Inc. In the little box was a little bottle of Benedictine, a little bottle of cognac, and a nice green lime. In the letter were directions for putting them together to make a Benedictine Cocktail. Being of the turn of mind that thinks that the current moment is the best time in which to follow good suggestions, we combined one part of the Benedictine with two parts of brandy with one part of lime-juice. We put it in a shaker, shook it until it was ice-cold, and drank it with one of our most discriminating drinking *copains*. We've been making these cocktails ever since and so have our friends. And we wish that things like that might happen more often in the life of an editor.

• We were in Sherry's shop in Park Avenue recently intent on ordering our usual bon-voyage gift of bottled Sherry coffee and fresh cream when we stopped in the way that is known as dead in our tracks. For there, in the midst of the rarefied surroundings of the purple boxes and the party favours and the chocolates, was a delicatessen counter. "Now, come," we muttered, "come, what are we, Alice in Wonderland?" And we shook ourselves. But it was there, all right. And is now, as you can see for yourself any day you stroll in—and very swell, too. The rarefied atmosphere is preserved in it, because it is certainly the only delicatessen in New York that has pheasants from the H. H. Rogers estate. They sit up on top of the counter, far prouder than peacocks, showing just the way they arrive at your house. The bird has been roasted for you when you order it, but you also get the head and tail-feathers of your particular pheasant, so that he can be presented at table with his plumage, if you go in for such trappings. If not, the children might like the feathers to play Indian with. Of course, the birds are superb and beautifully prepared. You even get a scalloped base of bread to set them up on properly.

Another thing that appealed to us especially was the mousse of fish, to order, sent complete with lobster sauce. With wilted cucumbers, a mousse of that sort makes a complete course and lifts a very simple dinner to an elegant plane. You can order it in a ring mould, or even shaped like a fish or a lobster, if you feel fancy. Then, if you want to spoil your cook, or if you feel a *diner à deux* with your own background a smart move, you can buy chickens, ducks, racks of lamb, and other bits of simpler fare already cooked, so that a visiting maid or man need only heat them to give the illusion of skilled service behind the kitchen door.



*"I have no time for  
sticky hand lotions"*

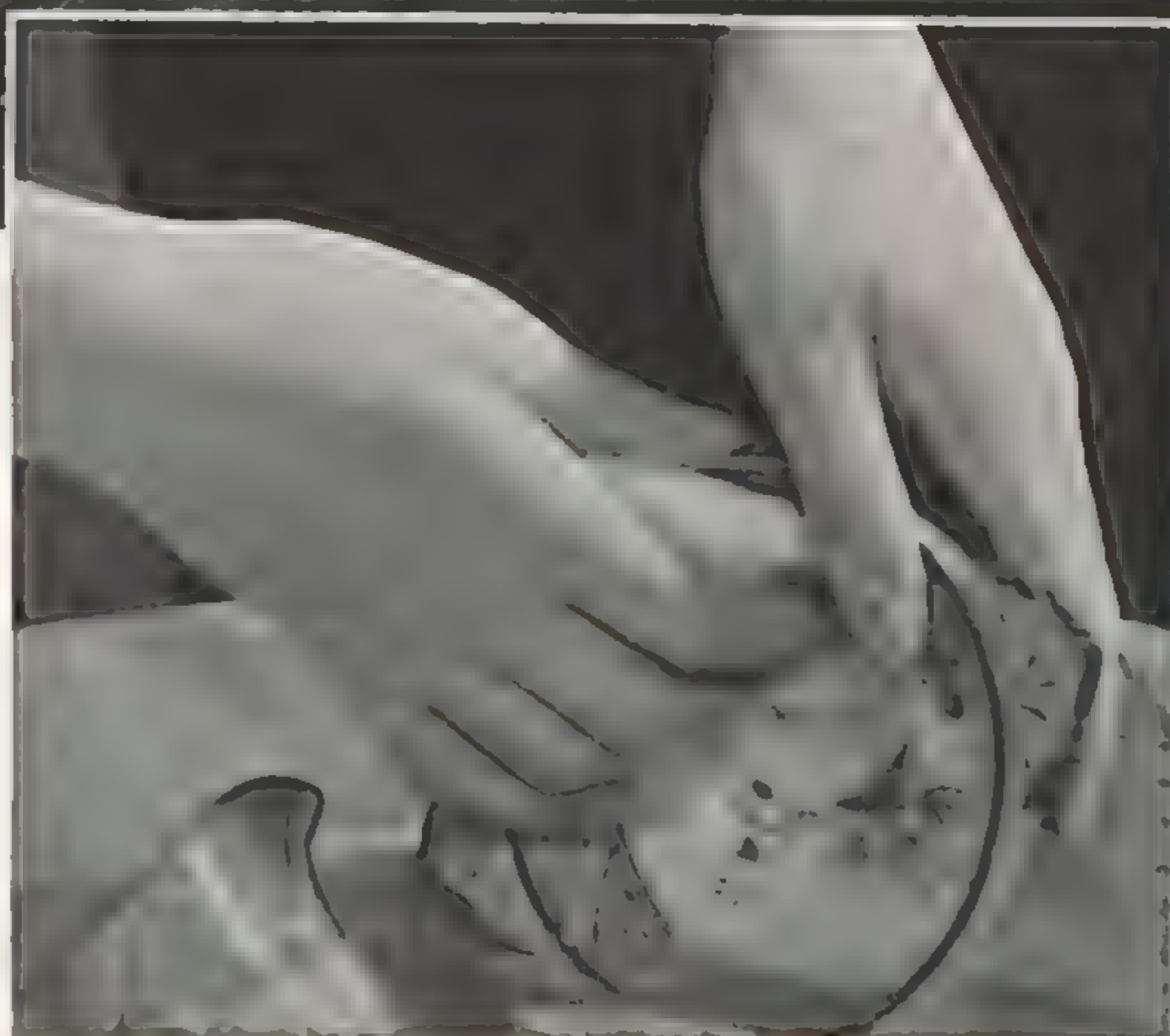
MRS. JOHN HELD, JR.



Wife of the famous artist, who  
created "Margie" and other flappers,  
keeps her hands lovely this way

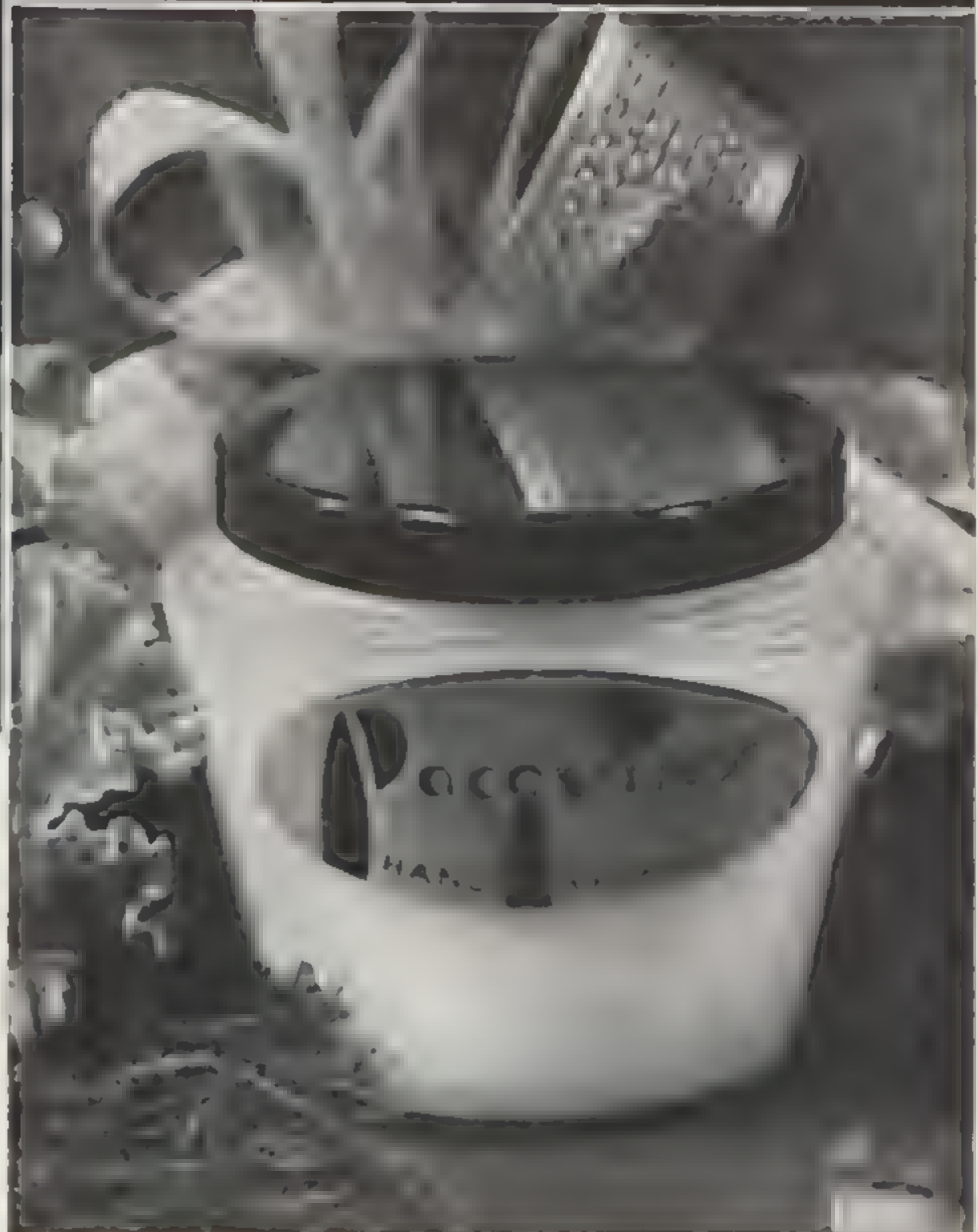
"I HAVE no time for sticky hand lotions. Naturally, I want to keep my hands attractive—a husband who is an artist notices every detail. But I certainly haven't any time to spare waiting for sticky hand lotions to dry—not with a house to run and a lively two-year-old daughter to look after, and a pair of dachshunds to keep track of. That's why I'm so delighted with Pacquin's—it doesn't leave any sticky film at all, just seems to disappear into the skin and soften it. It's wonderful how white and smooth Pacquin's keeps busy hands—and it's so easy to use, not messy like a liquid."

There's an excellent reason why Pacquin's leaves no sticky film on your skin—because this cream actually sinks right into the inner layers of the skin where it is needed. Your skin *absorbs* it—very different from the old-fashioned lotions that remain on the outer skin until evaporation dries them. Make *your* hands lovelier this modern way. Send for the introductory jar today.



"I Do My Own Work and  
Still Am Proud of My Hands."  
—MRS. S. C. HAHNER

"There's no excuse for even the busiest woman not having pretty hands when Pacquin's is so quick and easy to use. It seems to feed back into the skin all the softness that dish washing and peeling vegetables take out. It's such a blessing not to have to wait for a sticky hand lotion to dry, as I used to. And Pacquin's keeps my hands whiter and smoother."



PACQUIN LABORATORIES CORPORATION, DEPT. 1-C  
101 WEST 31st STREET, NEW YORK, N. Y.  
Please send me your generous trial jar of Pacquin's Hand Cream, for which I enclose 10¢.

**Pacquin's** *Hand Cream*

THE QUICK, MODERN WAY TO LOVELY HANDS

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



# Sillra

AN EXCLUSIVE YARN



Design registered with Fashion Originators Guild of America

## Soft to the Touch and Ideally Adapted to the Season's Smart Vogue for Knitted Wear

The matchless softness and beauty of this new dress of SILLRA yarn is the culmination of 34 years experience in mastering the art of creating and tailoring fine knitted wear. Perfection of line and slender elegance distinguish it as a fashion triumph in a really satisfactory knitted fabric. The frock pictured comes in all the leading spring shades. Sizes 12 to 44. Price \$39.75

Knitted and tailored by



Featured by

**B. ALTMAN & CO.**  
New York

**BONWIT TELLER & CO.**  
Philadelphia

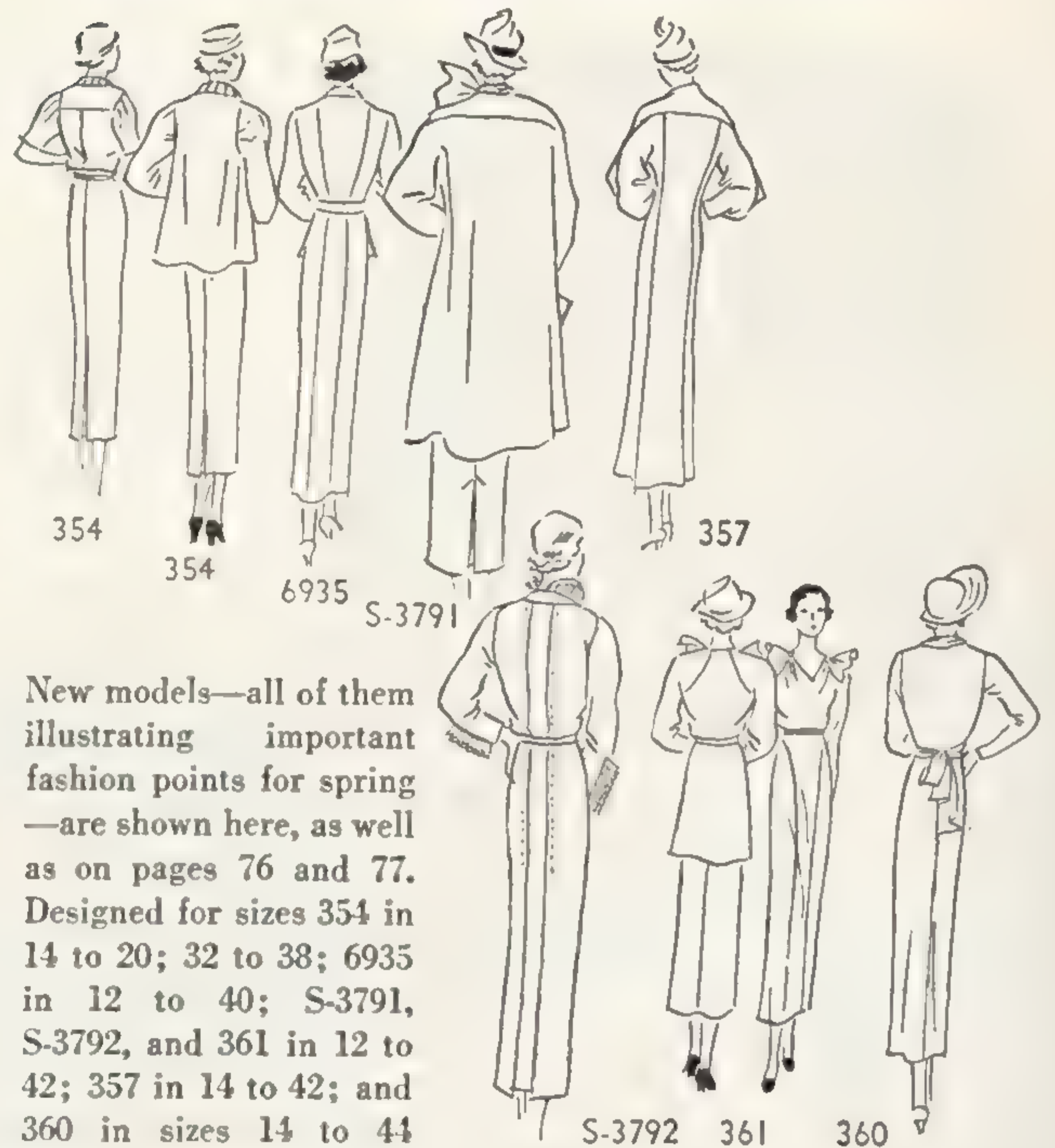
**I. MAGNIN & CO.**  
Pacific Coast

**NEIMAN-MARCUS CO.**  
Dallas

Also leading stores in other localities

Member of The Knitwear Guild, Associated with the Fashion Originators Guild of America.

## DESIGNS FOR DRESSMAKING



New models—all of them illustrating important fashion points for spring—are shown here, as well as on pages 76 and 77. Designed for sizes 354 in 14 to 20; 32 to 38; 6935 in 12 to 40; S-3791, S-3792, and 361 in 12 to 42; 357 in 14 to 42; and 360 in sizes 14 to 44

## VOGUE'S SPOT-LIGHT

(CONTINUED FROM PAGE 53)

in socks, garters, shorts, and a shirt. He is no longer a man. Delilah, in robbing Samson of his strength, would have done better by running off with his pants.

• The ever-fresh wit of Beatrice Lillie, carolling in the Rainbow Room about her Fan, reminds us of another pet irritation, nobly suppressed, of this season. We refer to Mademoiselle Lucienne Boyer, received so rapturously by public and critics alike. It is said that in the smoky fog of French night-clubs, she is marvellous. That may be. Certainly, light and ventilation do her no good. Light reveals a face of little allure and a set of limited and hackneyed gestures; ventilation flattens a voice already without timbre or range. As for the songs she sings, they represent the lowest in French music—without melody, without freshness, without talent. What is left is a huskiness interpreted by some men as "sex"; a pair of round oo-la-la eyes; a scarf; and two hands perpetually outstretched.

Our store of venom is now almost drained. Some must be saved for the future.

• Not long ago, a play called "Point Valaine" opened on Broadway. According to the program, it was written by a certain Noel Coward, a new British playwright. It was a very peculiar play about a middle-aged woman with red hair who keeps a small hotel on a tropical island; and how she has been living with her bestial Russian butler for seven years, and how love finally comes in the person of a young aviator, and how the butler finds out and spits in her face and then goes and cuts his arteries and drowns. It rained a great deal, and the hotel guests chirped, and Osgood Perkins was good, as usual, as a mildly cynical author. Mr. Coward has definite talent in building up atmosphere—the ominous, evil atmosphere of damp-rot—and strange characters, but his dialogue lacks wit, and the play as a whole lacks point. One can endure scenes of

horrid bestiality if they assist an author in proving a point. In "Point Valaine" they prove nothing but the author's preoccupation with an ugly episode. Although both Miss Fontanne and Mr. Lunt act with their usual virtuosity, and Mr. Hayward makes a pleasant enough young man, you care nothing for them because Mr. Coward, really, cares nothing for them. The best that remains is the rain, the scenery by Calthrop, and the sultry, brooding mood of the first two acts. If Mr. Coward finds something to say, he might go far.

• It is with the deepest reluctance that we find ourselves agreeing with all the critics about Elisabeth Bergner and "Escape Me Never"; namely, that Miss Kennedy's play is weak, meandering, and inconsequent; and that Miss Bergner is a miracle of spirit and routine. With no physical blandishments whatsoever and not an ounce of sex-appeal, she nevertheless makes every moment of her presence an enthralling one. Instinct and technique are perfectly fused in that fluent, luminous, white-faced little person.

• In explanation of some of the pictures on pages 52 and 53: Cardini, in case you don't know it by now, is the sensational wizard of the moment, seen alternately at the Casino de Paree, the Manhattan Music Hall, and other night-haunts. Dressed in faultless elegance, high of nose, and monocled of eye, Cardini goes his silent and miraculous way with cards and cigarettes, which he produces, lighted—from anywhere. What's more, he keeps on his gloves.

As for the adventurous young American Ballet, "Alma Mater"—a ballet of football—has music by Kay Swift and settings by John Held; and "Transcendence" has music by Liszt (rhapsodies, et cetera) and settings by that excellent Philadelphia artist, Franklin Watkins. Balanchine is the choreographer; and both ballets will be visible in a New York theatre towards the end of February.



## A JAY-THORPE

Maxim—

IT'S SMART TO HAVE A  
KNITTED SILK — IT'S CLEVER  
TO CARE FOR IT WITH LUX

**K**NITTED SILK? Yes—100% pure silk. Perfected after two years of experiment, and knitted superbly into ultra-smart playtime clothes—styled by Jay-Thorpe.

They have a gorgeous "live" scrunchiness that tells of their quality. And because of the wonderful elasticity inherent in pure silk, they set like nobody's business.

"...These new silk knits belong in every cruise or southern wardrobe," counsels Jay-Thorpe. "You'll simply live in them. They keep their shape without stretching or sagging—they're so easy to care for with Lux."

Just a swish through gentle Lux and these knitted silks look like new. But do be careful to protect them from ordinary soaps with harmful alkali and from rubbing with cake soap. These things spoil the natural resiliency of silk.

That's why Jay-Thorpe, like other leading stores the country over, joins with the International Silk Guild in advising Lux for all silk things that are safe in water alone, to preserve the lovely "live" quality of silk.



• The new knitted silks have a luxurious texture that looks like a million. Lux will keep these looking as smart for seasons to come as they do here on the sun-deck companionway of the S. S. Ile de France. (Right) View of the copper and white bar in Jay-Thorpe's sports shop on the fourth floor, where these knitted silks are being shown.



• To protect the elasticity natural to silk, the International Silk Guild advises Lux for all silk things, from the swanky knitted silks shown here, to the loveliest of lingerie, the sheerest of stockings.

MRA  
CODE





Designers of Fashion Plate Shoes make excellent use of Evans Kid in many of their most interesting models. The shoe illustrated is of Black (Ruby) Kid, with pipings of white. The last is distinctly new, with its short, yet moderately pointed vamp. The beauty and durability of the leather add a real factor of importance. Among the leading stores which feature this shoe are the following:

OPPENHEIM COLLINS & CO.  
New York, Pittsburgh & Buffalo

STRAWBRIDGE & CLOTHIER  
Philadelphia

THE HIGBEE CO.  
Cleveland, Ohio

J. L. HUDSON CO.  
Detroit, Michigan

CARSON, PIRIE SCOTT  
Chicago, Illinois

STIX-BAER & FULLER  
St. Louis, Missouri

KERR DRY GOODS CO.  
Oklahoma City, Okla.

COOK & LOVE, INC.  
Memphis, Tenn.

BYCK BROS.  
Atlanta, Ga.

INNES SHOE CO.  
Los Angeles, Calif.

COHEN BROS.  
Jacksonville, Fla.

H. C. CAPEWELL CO.  
Oakland, Calif.

KNIGHT SHOE CO.  
Portland, Oregon

BAXTERS, INC.  
Seattle, Washington

## VOGUE'S CREAM CHART

(CONTINUED FROM PAGE 73)

legs. That began when the chemist for the company was experimenting with something that would cover varicose veins. When this cream finally concealed even a black-and-blue eye beyond detection, it became an unrivalled beauty product.

Hormones and gland secretions continue to be a phase of importance in the cream world. As we grow older, our skins grow less fresh and firm. Nobody has to be told that twice! Experiments developed the theory that the glandular secretions of some animals could be absorbed into the human skins and, once absorbed, bring rejuvenation to the cells. In one laboratory experiment, the substitution for facial skin was fish skin stretched over the end of test-tubes. The tubes were filled with mineral oils, vegetable oils, and animal oils, then turned upside down in a rack. The mineral oils didn't penetrate a bit. The vegetable oils went a little way. But various of the animal oils went straight through rapidly. We ourselves once examined a quarter of a single drop of hormone fluid under a powerful microscope, and found it separated into between ten and fifteen thousand minute globules, the fine division of particles indicating the greater possibility of the fluid penetrating beneath the surface of the skin.

### THE CREAMS YOU NEED

As to the women who buy these creams, they are not particularly interested in the facts of life as represented by the hormones. Some have even been known to buy the glandular creams under the vague impression that they are intended to work on their glands! In fact, women who buy creams—a single jar, or a dozen—aren't really very much interested in what goes into them. They want to know—as who does not?—"What kind of cream should I buy for my own face, and what is it going to do for me?" We have endeavoured to answer that, as adequately as can be done in general, in Vogue's cream chart. Every one needs a cleansing cream; even those who swear eternally by soap and water benefit by alternate cleansings with cream. Use good quality tissues and plenty of them, or cotton pads wrung out in skin tonic so that every trace of the cream is removed after each cleansing. Every one needs a lubricating cream. A dry skin needs a nightly application always; and even an oily skin develops rough patches at some time during the year that need softening. Every one beyond the age of twenty-five needs a foundation cream. This is a type of cream that women are beginning to appreciate more and more, by the way, and the liquid creams, or combination of liquid and cream mixed together in the palm of your hand, the way the operator does it in a salon, gives a flattering finish to your face. Always smooth the cream on with the lightest touch, after the face has been meticulously cleansed. Any trace of excess oil or make-up residue on the skin spoils the effect of foundation cream.

After this trio, the other creams that you need depend upon your individual

requirements. If you think your skin is dull or sluggish, a stimulating cream does wonders in giving it a temporary freshening. If you have the very fine, thin skin that by its very nature is inclined to wrinkle, use an eye cream around your eyes before wrinkles have a chance to appear. Common sense tells us that if we can keep skin soft and smooth, it won't wrinkle as quickly as when it is dry and taut. If you have bumps, get the blemish cream made by your favourite specialist (and drink water and look to your diet, too!). If the pores are enlarged, get a cream or a paste that is especially made to refine them.

One question that is frequently asked about creams even to-day is—"Will this grow hair?" This is a hang-over from the days when many creams carried the line "guaranteed not to grow hair." No cream grows hair. There is a great demand for "rich" creams, by which is usually meant oily ones, since we are very dry-skinned as a nation. One great problem of the conscientious sales girl is to prevent the woman with skin difficulties from buying these rich, heavier creams and to guide her into the medicated type of preparations.

Almost every woman who buys a cream is interested in putting it on her face properly. And, if you don't know how to do this for yourself, you are pretty safe in accepting the instructions that the representatives of the reputable cosmetic houses give you, for these girls are trained thoroughly and soundly in the correct application of their products. Furthermore, since the NRA rulings, all the sales girls wear badges telling what lines they represent, so you don't have to be confused by conflicting sales talk.

### SCENTING A CREAM

Scenting a cream is a pretty problem in itself, and, in many laboratories, there are men who work only on this phase. A poor scent can kill a good cream, but a good fragrance doesn't really get any credit, because it is so pleasantly unobtrusive that it is taken for granted. Purists hold out for unscented creams, and some smart women have their creams made to order unscented. This will probably never be generally popular, though, because most women still prefer a delicate, sweet scent. Even an indiscriminating woman mistrusts a highly scented cream, and there are no fine creams made with a very strong fragrance. There is one point, however, on which women prefer to be fooled. They like to think that an orange skin food or a water-lily cream really gets its scent direct from an orange or a water-lily. If you tell them that these scents are synthetic, as half the ingredients of all fine perfumes must be, they feel hurt about it.

When a jar of cream is finished, sealed, and packed, it has to be in a condition to resist all extremes of temperature, so, in the factory, it is rushed from the heat of a stove into the frigidity of an ice-box to see how it will weather the climate. The climate has a great deal to do, too, with the amount of creams that are bought and used. We think (Continued on page 94)

# Evans Kid Leathers

JOHN R. EVANS & COMPANY . . CAMDEN, NEW JERSEY



*This Delicate Loveliness*  
comes from expert care...*not* by chance



I HAVE SEEN so many skins injured by improper cleansing! Some become dingy and sallow... choked by accumulations of dust which ineffective cleansers fail to remove. Other skins are coarse and rough... the pores distended and the delicate tissues marred by harsh cleansers.

I know my perfect cleansing method can right these complexion wrongs, and restore a fine, clear skin.

First, my delicate Cleansing Cream, liquefying instantly, seeps deep into your pores and gently floats out the dust which collects there every day. Soil, rouge and lipstick which resist much harsher meth-

ods, dissolve immediately in this delightfully mild, effective Cleansing Cream.

Next, my energizing Skin Stimulant awakens sluggish cells and urges your circulation to healthful activity. It brings to the surface and removes every last trace of cream and soil. Skin Stimulant is indispensable to a truly deep cleansing!

Now, you can *feel* your skin glowing with cleanliness... it's alive, tingling with health, free to breathe at every pore! Follow this simple Cleansing Treatment faithfully... and you will see

your skin grow daily clearer, finer and more youthfully, healthfully radiant.

Cleansing Cream, \$1.00, \$1.75, \$3.00. Skin Stimulant, 85¢, \$1.50, \$2.75. To stimulate the circulation and coax the preparations more deeply into your skin, always use the Quinlan Face Patter. \$5.00.

The better stores have my preparations, or you may write direct to the Salon, 655 Fifth Avenue, New York.

*Kathleen Mary Quinlan*

STYLIST IN BEAUTY

#### Mist of Dawn Liquid Finishing Cream is revolutionizing make-up!

Do try this creamy foundation which makes the driest skin velvety and the dullest skin youthfully radiant! Blend it in before make-up... Instantly your skin takes on a depth, a petal-like bloom, a

softness which a young girl might envy! And there is no hint of a made-up look! Mist of Dawn Liquid Finishing Cream comes in a charming white porcelain jar, packed in a pink box—\$2.00.

KATHLEEN MARY QUINLAN, Dept. V-235, 655 Fifth Avenue, New York City  
Please send me a gift tube of Mist of Dawn Liquid Finishing Cream.

I prefer: FLESH ☐ LIGHT CREAM ☐

Name \_\_\_\_\_

Street and Number \_\_\_\_\_

City and State \_\_\_\_\_

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**McCUTCHEON'S**

FIFTH AVENUE AT 49th STREET, NEW YORK

Cheer up your between season's wardrobe with a fitting costume for the mood. Informally magnificent is this 3-piece "Sunday Night Knit" by Marinette. You'll simply love the way the lacy hand-fashioned scarf of the blouse ties over the jacket and drapes in front with graceful splendor. Crystal clear buttons and buckle enhance the ensemble. Available in a charming variety of colors \$29.75. Sold in smart stores of chic everywhere.



*A Fabric Created of Crown Rayon... It's Tested!*

MARINETTE KNITTING MILLS • MARINETTE • WISCONSIN

**Marinette**

**SUNDAY NIGHT KNITS**

MADE IN CANADA BY THE KNIT-TO-FIT MANUFACTURING CO., MONTREAL



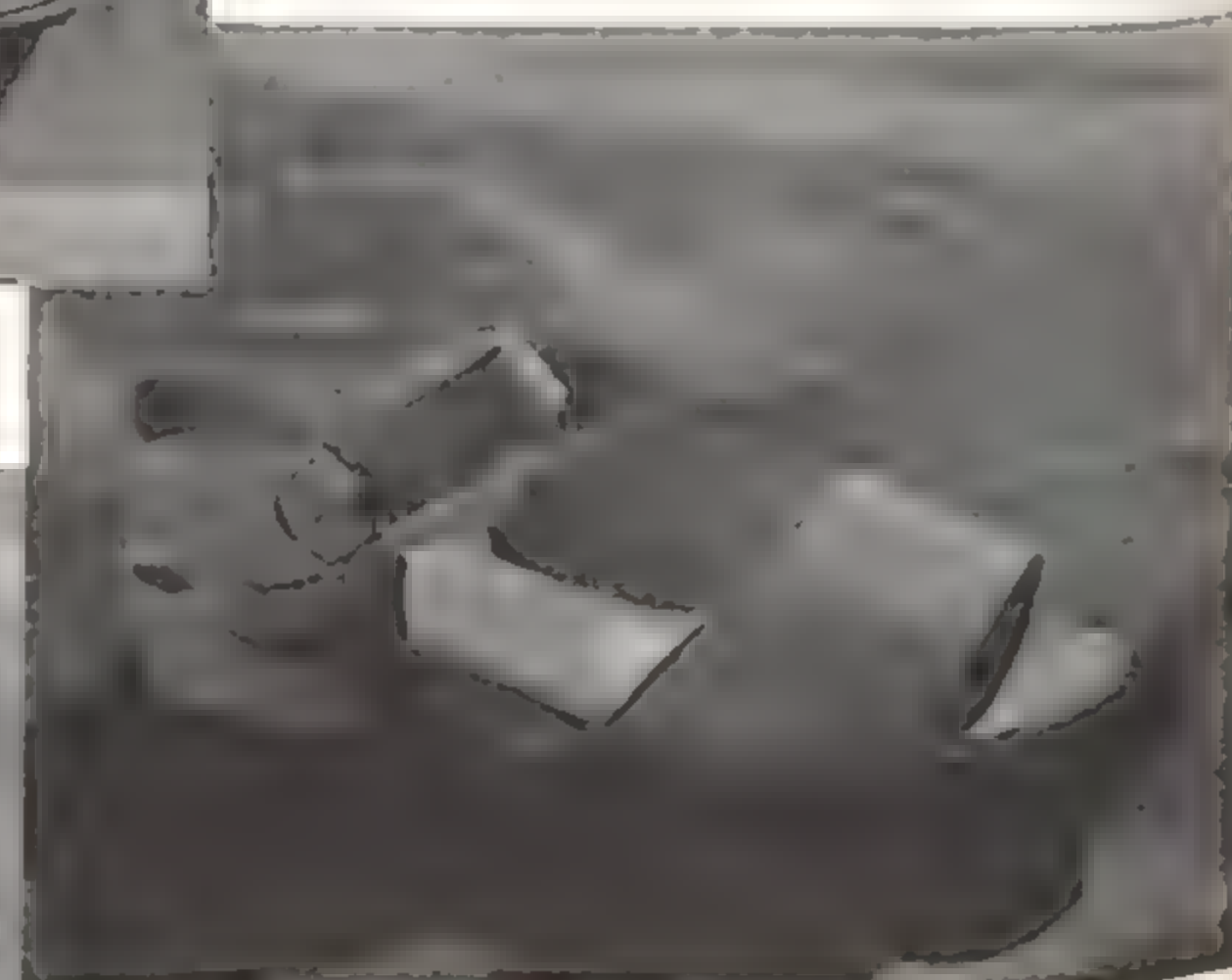
## SANDALS FOR THE SAND



• Padding along smart beaches this year, you'll see wide-strap sandals like those shown here. In the photograph at the left is Goodrich Rubber's flat, rubber-soled sandal of green-dotted canvas, laced over the instep and at the ankle



• Pasadena Slipper's leather-soled sandal (upper right) is of white linen; from Altman • (Above)—Firestone Footwear's red jersey heeled sandal • Primitive and smart are the U. S. Rubber sandals (right). The woven straps are caught with cords that tie around the ankle. Soles of rubber



## VOGUE'S CREAM CHART

(CONTINUED FROM PAGE 92)

that we buy a lot in the East, but more are sold in the Southwest. Older women in Texas and Oklahoma, for example, buy far more creams than they would in New York, because they have the rigours of the climate to withstand. There are more dry skins in the state of Texas than practically anywhere in this country. We are "older," cosmetically speaking, when we turn thirty-five, and it is then that specialists urge us to gather ourselves together and do better about ourselves. However, it is not until women approach what one specialist calls the "fatal forties" that they take this advice to heart. Then, the makers of salon preparations, who keep personal track of their clients, notice a definite upward curve in cream purchases. People who know the market estimate that the woman who doesn't go to a salon buys one or two creams regularly; the one who is salon-trained, so to speak, has an average of four or five creams on hand, though she doesn't use all of them regularly. The price angle in general works out in an odd way. In the salon lines, the half-pound size jars of cleansing cream and lubricating cream (the two types most in demand) usually sell the best. In the less expensive lines, the smaller

sizes (two ounces or four) sell far better. The less-moneyed folk don't seem to appreciate the economy of larger sizes.

The factories where the creams come into being are fascinating places to explore, whether they are big and bustling or small and intimate. The huge copper cauldrons suggest a kitchen in Gargantua, and, in one factory, this theme is carried out farther, because the jars are filled by hand from what looks exactly like pastry tubes. This is an especially remarkable place, because an incredible amount of cosmetics is turned out there, and almost every detail is done by hand, yet every one in the place seems to be proceeding leisurely and restfully. Any number of glamorous ingredients goes into the making of creams—whole lakes of water-lilies from Connecticut, grapes from California, the essence of parsley leaves, scores of other romantic ingredients. We stood face to face with one cabinet that is said to hold samples of ninety-five per cent. of all the ingredients that go into the making of all the creams. We were terribly impressed with it all, but by far the nicest were tiny dried rosebuds that looked as though they should be in a rose bowl.





# Peggy Sage

## No other Person has so influenced the Elegance of Hands

IN other realms of beauty—frocks, figures, faces—many names are great. But in the realm of lovely hands, Peggy Sage reigns alone.

When Peggy Sage launches a new fingertip fashion...from her Manicure Salons

in New York, Paris, London...the smart women of two continents instantly whirl it away from her and make it their own.

Paris was conquered overnight by her origination of the all-over-nail application of deep shades. Try this Peggy Sage idea

of covering the entire nail from the curve of the moon to the very tip. Fingers seem longer and more slender! Your hands take on a new alluring charm.

For lovely hands and smart fingertips, follow the Peggy Sage Salon Manicure Method, with her own exclusive Preparations. They await you at the smarter Toilet Goods counters...here and in leading European cities. Her polishes include Reds and Jewel shades for every whim and occasion. Her creams and lotions will smooth your hands to youthful loveliness.

★ ★ ★



★ Hands in repose...or lightly poised in gesture...pay flattering tribute to Peggy Sage's flair for elegance in hands and fingertips.

## PEGGY SAGE SALON MANICURE PREPARATIONS



★ Liquid Polish \$1.00...Lubricant Polish Remover 75¢ (contains Oil to keep nails and cuticle soft and smooth)...“Set of Two” with Polish and Lubricant Polish Remover \$1.50...Cuticle Remover 75¢ Hand Lotion \$1.00...Hand Mask Cream \$1.00...Hand Smoother and Softener Cream \$1.00

★ PHONE PLAZA 3-9011 FOR APPOINTMENT...PEGGY SAGE, 50 EAST 57TH STREET, NEW YORK...SALONS: NEW YORK...PARIS...LONDON



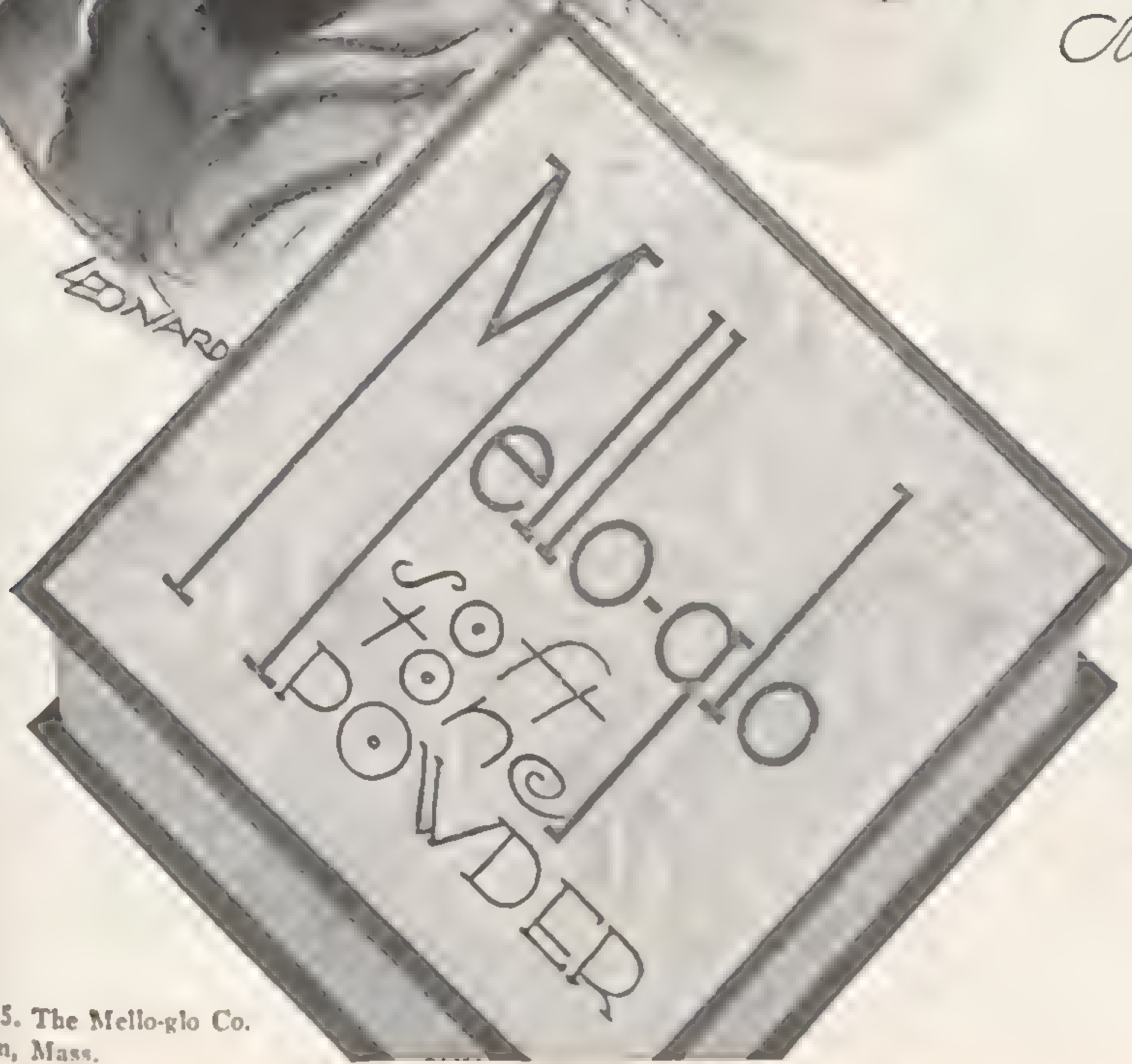




*c'est Paris*



*as smart as Paris itself*



- A new triumph in refinement, SCFT-TONE Mello-glo introduces an utterly new technique in powdering . . . a sensation on both sides of the Atlantic . . .
- This new creation makes possible the use of two related shades. This technique is called Mello-glo Modeling . . .
- Now you can bring out your best features by using a lighter shade and "shadow" your handicaps by using a darker shade . . .
- Mello-glo Modeling is an exclusive method, made possible only by the creation of a new-type powder—light, clinging. The related shades of SCFT-TONE Mello-glo permit effective but graduated blending of two tones . . .
- Now being featured at America's finest department stores, Mello-glo Modeling is the latest sensation in the beauty world . . .

Gratis: "The New Vogue in Powdering," explaining Mello-glo Modeling, will be sent upon request.  
The Mello-glo Company, Boston.



## TIPS ON THE SHOP MARKET

(CONTINUED FROM PAGE 96)

customers depend on her for the unexpected, and they can't be disappointed, for I know of one client who buys as many as fifteen hats a season from her. The prices start at around \$12.50.

• Every now and then, I have a weakness—one of those sudden and inexplicable attacks of good-will; this time, I'm divulging the name of a grand "little dressmaker"—Madame Clery (at 820 Lexington Avenue), who can very well be put at the top of your private list of addresses to be remembered and treasured. Madame Clery is one of those wizards who takes your measurements and knows to the fraction of an inch how to cut priceless fabrics to eliminate whatever figure-quirks you may have and turn you out beautifully groomed for spring. Her ideas are unending, and if you boast one of your own, that can be incorporated as well, with enviable results. As for remodelling—that last year's mistake in an evening dress will be a new delight as a hostess gown or blouse or what have you. Madame Clery always keeps your measurements on file, so that you can wander far afield and still rely on her to send you clothes that fit. Her prices for remodelling are exceedingly moderate; for new clothes, she charges from about \$55 for evening dresses, and from \$45 for day dresses, if she furnishes the material; if you furnish it, the prices begin at about \$30.

• If you boast a butler, you should dress him up in a baize apron when you put him to cleaning the family plate. These bottle-green billiard-table felt aprons can't be found just anywhere, but Mrs. Dane Appleton Pearson has plenty of them, at about \$4.50 each, in her up-stairs shop at 714 Madison Avenue. She has those smart black taffeta aprons piped with velvet ribbon for your maid (at about \$5.50). The taffeta swishes when the maid walks, and gives her a wonderful feeling of importance. Mrs. Pearson has an excellent line of maids' day and evening uniforms that are made to fit. The morning ones with fine, light coloured stripes cost about \$5.50, and moire ones for afternoon, about \$10.50. All of this is just a side-line to Mrs. Pearson's really lovely lingerie. Look at her Pullman pyjama set complete with robe, which would reconcile any one to being caught in a train wreck. The robe and trousers are of red-and-black printed tie silk, and the blouse is of black crêpe—and it all fits into an envelope bag (at about \$32.50).

• P. S. on cruise notes—Best has a new variation of the bandanna handkerchief to wear on your head to keep your wayward locks down. It's half a large handkerchief in gaudy red or blue, with a visor tucked in the middle of the bias side to keep the sun out of your eyes. It costs only about \$1, and it's very, very fine. I. Magnin has this on the Coast.



# PROVENCE

## Invites YOU

Provence . . . the very word is sun and song! . . . the beauty of Greece, the majesty of Rome, the glamor of the Middle Ages with their castles and knights, troubadours and Courts of Love . . . here is the lotus land where people from grey skies forget their cares and their caution, and live for each day as it comes! ▼ Wander through Nîmes and catch your breath at pure perfection in the Maison Carrée . . . stand in the arena at Arles and hear the roar of the crowd, when Caesar ruled the world . . . follow the legions under the mighty Arch of Triumph at Orange . . . walk up a cobbled road at Carcassonne with its fifty-two towers and double walls to keep the enemy tamed . . . live on in the Middle Ages at Avignon and hear Petrarch sing of love for his fair Provençale Laura . . . adventure out on the vast spaces of the Camargue, where a "wild west" country floats in an ocean of light ▼ Provence is something special, in an age where so much has changed . . . your local Travel Agent is waiting to plan your trip and furnish tickets . . . at no extra cost to you.

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First-class, individual, railway sleeping compartment

FOR BORDEAUX & BURGUNDIES  
**SICHEL & FILS FRÈRES**

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**H. SICHEL SÖHNE**

ESTABLISHED MAINZ 1857

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# Need you have a birthday every year?



Inevitably, inexorably, Nature records the age of a tree...a relentless line for every year. Nature would write the sum of your years as plainly in your face...but you can thwart her!

PERSONALLY, we're against birthdays, and would like to see a quota established...no more than twenty-five birthdays, say, to any one customer. We can't do that, of course. But we can make you *look* as if time were standing still.

Would you like to have back the moist, fresh, dewy look you had when you were eighteen...and have been losing ever since? Did you know that your skin is probably so discolored just from *life* that the nice, clear, glowing beauty hidden underneath never even has a chance to show? Do you realize that you needn't have lines or wrinkles unless you *want* them?

Marie Earle has what she calls her Basic Treatment. It's very simple and if you use it faithfully, and as she prescribes it, there is no reason why you should *ever* have another birthday...not for years, at least!

There are four versions of the treatment. Start with Essential Cream, that marvelous, penetrating, cleansing preparation...there's nothing else like it in the whole cosmetic world. Follow Essential Cream with Marie Earle's Cucumber Emulsion, to bring yourself back to the color nature meant you to be. Then finish with her delightful Eau Antirides. The whole treatment can be had for \$3, and a trained Marie Earle consultant in any good shop will tell you exactly which version *your* skin needs.

In New York, visit the Marie Earle Salon and be ministered to like a pampered butterfly. Treatments are \$4.50. 714 Fifth Avenue, Circle 7-5818.



Marie Earle's Essential Cream, the first step in every treatment, \$1 to \$5. Cucumber Emulsion, used with the Essential Cream, \$1 to \$3. Eau Antirides, a soothing freshener, \$1 to \$3.25.

## Marie Earle



# Movie of a man lighting a cork-tipped Spud

...or why the tips are packed **DOWN**



**ONE**... Lift out the cigarette in the normal way. The cork tip is at the lower end. Even your own fingers can't spoil its immaculate freshness.



**TWO**... Just put the lower end in your mouth. That's the natural way to do it. You don't have to fumble, or use both hands. This saves time.



**THREE**... Light up. And don't worry... there's no chance of lighting the wrong end. When cork tips were packed the old-fashioned way, even the most careful of us had his embarrassing moments.

CORK TIP or PLAIN **15<sup>c</sup>** FOR 20

THE AXTON FISHER TOBACCO COMPANY, INC., LOUISVILLE, KENTUCKY

## DECORATOR'S LOG

LEADING a double life becomes an eminently respectable enterprise when conducted in one of those glamorous mirrored rooms which Elsie de Wolfe (at 677 Fifth Avenue) is doing these days with such inimitable chic. A particularly exciting dining-room has a mirrored dado encircling the entire room, topped by wide bolection glass mouldings silvered underneath. The entire chimney-breast is faced with mirrors, the mantel is a bolection glass moulding, while the hearth is entirely mirrored with a classic design painted on the underside. Opposite the mantel, there is an arched niche, mirror-lined, glass-shelved, and filled with an enchanting collection of white jade.

Even the shaped cornice around the top of the room is of mirrored glass, framing an appropriate ceiling for the tall white and sepia flowering trees that bloom against a white ground dotted with exotic birds. This superb effort at combining the old *décor* with what is most attractive in the modern scheme is richly worth the ingenuity, the workmanship, and the cost of its creation. The result is an occasion for singing in the streets.

blocks wander at will, are a temptation not to be easily withstood.

Leaving the courtyard for the court, there are Empire papers for more formal rooms—Napoleonic wreaths bordering fascinating papers in maroon-brown, sapphire-blue, and mandarin-red. These make a perfect frame for any classical French furniture towards which your fancy leans, for English Regency, for Federal pieces, or for any of these periods as interpreted by modern designers.

Striped papers harking vividly back to the Directoire influence play a varied rôle. In white and silver on grey, they are entirely correct for the small French drawing-room. In rust and grey on dusty-pink, they are made to order for a man's room; chalk-blue and raspberry on white are smart as can be for the bath, while blue and green on a field of white are perfect for the room of a girl still in her 'teens. This range will, with some magic all its own, take all kinds and shapes of furniture (within reasonable limits). It will absorb whatever you happen to own and become, depending upon how you treat it, as unobtrusive or as important as you like.

Plain papers are used in combination with all kinds of borders, some of them after Grinling Gibbons, in fruit and game designs for dining-rooms and libraries, while marbleized papers appear as dados around rooms, as screens, and to paper entire bathrooms. Borders stressing architectural patterns are in demand, eliminating any need for further wall decoration.

• One look at some of the nursery wall-papers at Katzenbach and Warren's (509 Madison Avenue) and you'll want to cry, "Oh, to be a child again!" Here the white, cream, and flesh backgrounds, with their static designs of farm-buildings and cypress-trees about which cows, pigs, and horses borrowed from gaily coloured

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BE THERE  
AT FIVE IN THIS  
**Festive Knit Frock**  
BY *Downee*

It's one of a group of leisure time fashions that are bound to please you. It's knitted of a new Sheer-illa yarn, feather-soft to touch, and exclusive with Downee. As you will notice it looks for all the world as if it were hand made. Turquoise, French Blue, Rose, and Sun Red are the colors. In sizes 14 to 40. See it at your favorite shop or write to

**WOLFSIE KNITTING MILLS**  
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# Amazing new wax-free cream

*actually disappears before your very eyes..  
then reappears with deep-pore dirt!*

How this "reversible emulsion" cream won acceptance almost overnight!

How the thrill of watching this *action-cream* on your skin is displacing "still" creams everywhere.



*Lovely Sally Madison*

radio's thrilling new dramatic actress, star of NBC network shows, enjoys the superb assurance of the clear, transparent skin of youth. . . . She is only one of thousands who discover new delights in skin care with the cream that actually performs an act right on your skin.

## Luxor *Special Formula Cream* proves sensational step forward in science of skin care

**WE** want you to try this exciting, *action* cream for yourself.

Only then can you know the thrill of certainty that here at last is a cream that needs no vague promises to support it.

Here is a cream that gets right down to business, and performs its cleansing job right before your eyes.

You smooth it on. Action number one! *It disappears!* Then you massage gently. Action number two. *It reappears!* It actually turns inside out. The emulsion has reversed. A creamy white mask appears loaded with deep-pore dirt. Now your skin is firm, soft,

gloriously transparent with the tone of youth.

Moreover, Special Formula is a wax-free cream.

No tiny particles of wax remaining unmelted can seal up the pores and obstruct the cleansing.

Try Special Formula Cream! All toilet goods counters supply it at 55c and \$1.10.

Or, if you prefer, send coupon now for a generous supply of Special Formula

Cream, Luxor Moisture-Proof Face Powder, and your favorite shade of rouge.

Know the safety of this wax-free cleansing cream. Know the thrill of an *action* cream that cleanses right before your eyes.

### MAIL COUPON FOR GENEROUS SUPPLY

LUXOR, LTD., 1355 W. 31st St.,  
Chicago, Illinois

Please send me your generous trial packages of Luxor Moisture-Proof Powder, Rouge and new Special Formula Cream. Here's ten cents to help cover mailing costs. (Offer not good in Canada).

Check, Powder: Rose Rachel ☐ Rachel ☐ Flesh ☐  
Rouge: Radiant ☐ Medium ☐ Sunflower ☐  
V-2-15 Pastel ☐ Vivid ☐ Roseblush ☐

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## Gay with Flowers and Curley-cues

### NELLY DON FROCKS

● The new Nelly Don frocks are very festive with their bright new patterns. And you know because they are made by Nelly Don out of Nelda Crepe that they are as practical as they are charming. Nelda Crepe, woven entirely of Enka yarn, is a perennial favorite... the new Nelly Don frocks include both plain and dobby weaves of this fine washable crepe.

Just try one on—and you will find in the excellent lines and styling why Nelly Don frocks are favorites everywhere.



● A jaunty curley-cue print on an exclusive dobby weave. Contrasting ascot and belt and box pleats below the shoulder yoke make an interesting variation of the shirt-waist frock. \$5.95. Sizes 12 to 40.

● This Flower-mart Nelda Crepe with soft cape collar and self-pleating will grace almost any occasion... for a mere \$7.95. Sizes 14 to 44.

MARSHALL FIELD & COMPANY  
Chicago

THE J. L. HUDSON COMPANY  
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STEWART DRY GOODS CO.  
Louisville

R. H. STEARNS CO., Boston

And 1800 other leading stores and shops throughout the country

## VOGUE COVERS THE COUNTRY

(CONTINUED FROM PAGE 27)

a well-known camp for this silent, meditative sport. There are individual de luxe cabins, a magnificent beach spread out in a shining semicircle, dotted with small thatched shelters (in case a tropical cloud empties on you), and cocoanut-palms making shadows like swooping pelicans on the sand. Mr. and Mrs. Dumas run this camp and incidentally serve the best of meals; a specialty being cocoanut ice-cream made with the milk of the cocoanut and sprinkled with its white flakes. Also lime meringue pie. For here in the Florida Straits is where the lime-trees really flourish. To fish all day in the sun and smell the lime and feel constant tuggings at the bait... you'll never want to leave Carabee Colony.

### Fish story

● In spite of everything, you are up the next morning bright and early, such is the power of unknown roads ahead. You travel over high-trestled roads, and see nothing but arid flatlands, and begin wondering right away why you started all this. But once on the ferry to Key West, you feel better and immediately ask the skipper for fishing-tackle and all the contraptions and toss your line over and troll and troll and troll. It is a four-hour trip, and you may catch yellowtail, pompano, swordfish, red snapper, and maybe, if you're lucky, a stone-crab or a

turtle. Once on the road again, you push on, with your fish, to the best-known restaurant in Key West—Delmonico's—, which is run by a whole Spanish family who certainly know how to turn out memorable hot bread, served with red wine and a remarkable soup. All of which brings a happy glow to your cheeks, especially when you see your own yellowtail coming in all hot and smothery in its defeat.

Then, last of all, you go to see the turtles down at the docks at Key West. The turtles, some weighing two hundred pounds each, all hoofing about indiscriminately, are kept in pens in the deep, clear water. If it's the right season for making soup, which the natives do right there at the docks, you may be given a big ladleful. You have to pretend you like it, whether you do or not, for the natives stand around and grin with pride.

After a few more days of fishing, of passing by Army and Navy Stores (which are as numerous as drug stores in the North), of going in curio shops, and of more fishing, you begin to think of Guatemala. And so to Guatemala.

### Guatemala

That little bit of old country that's causing all the talk—Guatemala—is just around the corner from the Keys, considerably west and quite a hardy distance, we'll admit. But, once in your flying (Continued on page 104)



## To Prevent This!

### Insist and see that clean, fresh pads are used on your hair!

● Falling hair, scalp infection, loss of lustre and hair vitality are a high price to pay for any permanent. All too frequently they follow the use of improper materials and the alarming practice some shops employ of using the same pads repeatedly, thus transferring hair and scalp disorders

of another woman's head to your own. To those beauty shops guaranteeing the use of genuine Nestle materials, Nestle has issued a certificate that readily identifies them as a Licensed Nestle Shop. Look for it.

THE NESTLE-LEMUR CO.  
New York

LOOK for the Licensed Nestle Beauty Shop with this Certificate. It is your guarantee of a genuine Nestle Wave. Also insist on seeing the Nestle name on the foil cover of the felt pads.



## Nestle SCIENTIFIC PERMANENT WAVE



# "Washable Leather Gloves need Skin Care!"

## WARNS NATIONAL ASSOCIATION OF LEATHER GLOVE MANUFACTURERS

Here's sound advice from the *top!* The president of the National Association of Leather Glove Manufacturers says, "When you wash gloves, remember that fine leather should have as gentle care as you'd give your face. Leather needs a *pure* soap which will not extract the natural oils which are the very life of leather. After tests, we of the National Association, advise lukewarm suds of Ivory Flakes, because they are pure."

### "WASH GLOVES THIS WAY,"

*says same authority*

1. Use tepid water and pure quick-melting Ivory Flakes. Whisk into thick suds.
2. Wash gloves on hands. Use very soft brush and rich Ivory suds on any soiled spots. Squeeze without wringing. Remove gloves carefully.
3. Use clear tepid rinses. Then give a last rinse in light Ivory suds.
4. Press dry as possible between layers of towel. Blow fingers smooth. Lay flat on towel away from shrinking heat. When dry, work gloves between moistened hands to soften texture.



Ivory Flakes are the "fine flakes" bargain  
1/3 more for your money—"99<sup>44</sup>/100<sup>0</sup>/10 Pure"



Many of America's finest gloves use the trademark shown. It means table-cut gloves, that fit beautifully, made from perfect skins. As far back as 1900, American gloves won a Paris Exposition prize!



The National Association of Leather Glove  
Manufacturers says, "Use Ivory Flakes"



## VOGUE COVERS THE COUNTRY

(CONTINUED FROM PAGE 102)

trapeze called a plane, you begin to see the brilliant colours and wild display of lowlands and lakes, picturesquely designed within the borders of the Republic.

Once landed, you will be most interested in The Patio, Guatemala City, which is the Rumpelmayers of Guatemala and which has a supreme American cuisine. Here you find a familiar-looking menu, thoughtfully prepared by Mr. and Mrs. Palmer, wherein you read the lovely words—Steak . . . Green Pease . . . Parsley Potatoes,—you quickly throw a grateful glance in all directions and settle down to real comfort.

• The Grace Inn, Guatemala City, is perhaps the most luxurious place to give a party. Just at the moment when you are inundated with obligations to members of the Spanish or the German Legation, you hurry over to Colonel Grace (who is a Colonel of the American Army) and tell him your vague plans. In no time at all, a beautiful party is arranged with the smallest detail remembered, including delicious wines, subtle rhumba music, and moonlight served with the after-dinner coffee. The Grace Inn stirs with that rare mixture of Spanish dignity and military orderliness.

Before you leave Guatemala City, you must try the famous Mexican dish which is a variety of tortilla. It is served in a little restaurant called Xooxoomilche (shooshoomilka, to you).

This tortilla is a nice batch of avocado cut up and mixed with chicken, rolled into a tortilla (a pancake made of corn flour and water), and popped into the oven. This, served with a *piña fria* all cold and sparkling, or a hot tequila all bubbling and steaming, sets you up for the day.

## An inn to remember

• And now to Chichicastenango, a little village way up in Los Altos (the Highlands), in the heart of the Guiche district, where you find the purest and the most noble of the Indian stock. Here, amid rolling hills and brilliant colours, is an Inn that defies all description, The Mayan Inn. You have to be invited by Alfredo S. Clark, himself owner and manager, and, once invited, your plans for moving on are considerably dissipated. You will never know, after spending a few days here, whether the curious charm of the place is created by the interesting old furniture of seventeenth-century Spain, the hot and cold water (ah, what bliss), the enormous fireplaces in every room, each framed in choice Spanish tiles, the large library (the room of all rooms) containing books by Spinden, Morley, Gann and Thompson, Lothrop, Maudsley, and James Stephens, the cuisine that produces courses upon courses of divine food, the names and spelling of which we defy any one to remember (Continued on page 107)



New 1935  
AUBURN



People with a flair for individuality are irresistibly drawn to the distinctive New 1935 Auburns. Prices, only \$695 and up, at factory.

AUBURN AUTOMOBILE CO.  
AUBURN, INDIANA

Division of Cord Corporation



it's Smarter!

The new contour of the 1935 JEUNES FILLES which only "HER SECRET" can give

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THE HOME OF ADVANCE STYLE AND QUALITY

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Wil Wite  
SWIMMING  
SUITS



## SENSATION

Here's the Swimming Suit (by Wil Wite, as you naturally would expect) that "Style Scouts" from the leading merchandising centers predict will be the season's sensation. It sparkles with that elusive "something"—so difficult to attain, but so readily recognized. The built-in "builder-upper," the grace-accentuating lines, the original and exclusive fabric, Mermaid Sheen, which no words can do justice and must be seen—every detail reflects that skill which never compromises with mediocrity—that skill which is satisfied with naught but perfection. Not every store will show the model illustrated—production has purposely been restricted—everybody will not have one. It comes in six different colors and the price is \$6.00. ★ ★ WIL WITE, Merchandise Mart, Chicago; Mills, Olympia, Washington. Creators of internationally acclaimed WIL WITE knitted sport clothes for women. ★ ★ ★ ★ ★ ★ ★ ★



## POINTS FROM PALM BEACH

**P**YJAMAS are the uniform of Palm Beach. Except for the very young, who are going in for extremely full, knee-length skirts and sandals, pyjamas are worn by practically every one to shop in, to lunch and to lounge in. But when we say pyjamas, we really mean tailored, separate slack trousers that fit perfectly (the more masculine they look, the smarter they are), worn with equally masculine-looking shirts. The shirts may match or be darker or in white. The slacks are usually of flannel, jersey, or shantung, but always as adroitly cut and well-made as a Londoner's.

Mrs. Adam Gimbel looks extremely chic and correct in grey slacks topped by a tuck-in sweater in grey, a bright blue scarf and belt, and a ribbed cardigan sweater in the grey of the slacks. Mrs. Gimbel alternates this costume with natural coloured shantung slacks and shirt—cool and sleek-looking under the brilliant sun.

- Among the exceptions to the rule of the pyjamas are the peasant dresses that a few of the younger girls appear in. Miss Whitney Bourne, wearing her hair like a Gothic page, varies her usual costume of navy-blue jersey slacks and a blue short-sleeved ribbed jersey shirt with a white peasant dress cross-stitched in red and blue. Miss Bourne, on another occasion, tied a bandanna about her head, immigrant fashion, and donned dark glasses.

- There are, also, the knee-length skirts already mentioned. One young

lady wore a skirt of blue Wamsutta sail-cloth, cut very full and gathered around the waist like a peasant's skirt. On her feet were barefoot sandals that looked as though they came from the Dalmatian Coast.

- Of course, the very simple white or pastel crêpe dresses that are such a joy to wear couldn't be smarter—when you're not in pyjamas. Mrs. Allan A. Ryan, junior, is a vision of cool loveliness in a neat little white shirt-waist dress with the youngest of turned-over collars and short sleeves. Mrs. Dodge Sloane looks very tailored in a crêpe dress that buttons all the way down the front and has amusing loose pockets at the waist-line. She wears a polka-dotted scarf in navy-blue and white tucked in at the neck, and a handkerchief to match in one of the trick little pockets. Mrs. Jay O'Brien gives a fillip to a simple silk crêpe frock by tying a striped ribbon band around her hair, four-year-old fashion. With practically every costume of this type, very low-heeled sandals of dark blue suède are strapped on. Dark blue accessories, incidentally, are especially chic with pink linen costumes.

- Mrs. Amcotts Wilson's house is one of the most attractive places to lunch in Palm Beach. There is a patio set with little tables, and her guests serve themselves. You come to lunch dressed exactly as you please. Bathing-suits, pyjamas, or bathrobes are the usual garb of the (Continued on page 106)

# Learn to be Charming

"The Smart Point of View"

A BOOKLET—  
WITHOUT COST



MARGERY WILSON  
America's authority on Charm.  
Personal adviser to eminent  
women in all walks of life.

## A Finishing School at Home

**H**OW much Charm have you? Just what impression do you make? Grade yourself with Margery Wilson's "Charm-Test." This interesting self-analysis chart reveals your various personal qualities by which others judge you. The "Charm-Test," together with Miss Wilson's Booklet, "The Smart Point of View," will be sent to you without cost or obligation. This offer is made to acquaint you with the thorough, quick effectiveness of Margery Wilson's personalized training by correspondence.

In your own home, under the sympathetic guidance of this distinguished teacher, you learn the art of exquisite self-expression—how to walk, how to talk, how to acquire poise and presence, how to project your personality effectively—to enhance your appeal. Margery Wilson makes tangible for you the elusive elements of Charm and gives you social ease, charming manners, finish and grace—the smart point of view.

To receive the Booklet and the "Charm-Test" write to:

**MARGERY WILSON**

1145 FIFTH AVENUE 15 B NEW YORK, N. Y.



## bridge expert

**N**OTHING could exhibit more finesse in bridging the gap in the mid-season wardrobe than this two-piece knit of caronne. You cross from Winter to Spring the minute you fit its smart ribbed shirtwaist yoke over your shoulders and snug the rope cord at the soft neckline. Yet you don't feel you're rushing the season because knits are an all-season fashion. You may have it (for very little, too) with long sleeves in deep shades or with short sleeves in pastels or deep shades. The Bradley Knitting Company, Delavan, Wisconsin.

**Handcrafted by Bradley**





## POINTS FROM PALM BEACH

(CONTINUED FROM PAGE 105)



women; for the men, as little as a Turkish towel wrapped around the waist fills the bill. Speaking of bathing-suits—the most exciting is one of rubber with perforations which are intended for ventilation and which give you the incomparable feeling of no suit at all when you're in the water. New, too, are the two-piece suits of linen or jersey, gaily embroidered with coloured dots. Many of the men play golf in dark blue shirts and dark blue Breton trousers.

- At six o'clock, everybody goes to Mrs. Dodge Sloane's for bridge, backgammon, cocktails, and gossip. One very young-looking girl with a pigtail swinging down her back, who is engrossed in a backgammon game with Mr. Holden, turns out to be Mrs. Allan A. Ryan, junior. Incidentally, the marvellous burnoose cape she wears is a counterpart of the one shown on the cover of the December 15 Vogue.

- In the evening, the smartest place to dance seems to be El Studio. Mrs. Harrison Williams came one evening, enveloped in a long white silk coat-dress that buttoned high around her throat. She chose white for another gala evening—a simple white silk dress with a magnificent wreath of gardenias.

- Mr. Maurice Fatio has the interesting habit of building a new house each year. In his new pied-à-terre the walls are painted grey; some of the

ceilings are yellow, some pink. For illumination, Mr. Fatio has unearthed marble figurines and transformed them into the smartest of lamps.

- It would seem that the whole world has taken to the air. The George Atwells have their own plane. The W. K. Vanderbilts, who tie their boat to their own delightful island, flew to Palm Beach.

- At Miami Beach, where you spend the entire day at the luxurious Bath and Surf Club, pyjamas again are everywhere. You also see a few one-piece, backless linen dresses. One of them was in dull fuchsia, worn with an abbreviated sleeveless jacket and a huge yellow straw cart-wheel. This is the sort of costume that looks especially chic for lunch in the Maritime Grill, which is right on the edge of the sea, or at Miami Beach's new restaurant, The Forge. Here, the white walls are hung with great loops of fishnets, corks and all, and there's a patio with palms and bright yellow furniture.

- At the opening of Hialeah Park, bright colours were the winners. Lots and lots of green and chartreuse-yellow. White with dark blue accessories; white with brown. And newest of all, a marvellous purplish-blue. A typical costume was that worn by Miss Dorothy Fell: a short-sleeved dress of pastel crêpe, with a very long tunic and medium-brimmed white straw hat.

## Herb Baume

This clear amber lotion of natural herbs, Martine Haubret Herb Baume, imparts all the essentials for perfect skin health and beauty. It's the cosmetic sensation of the century. Seeps into skin quickly; after a few moments no trace remains, no night stickiness or greasiness. Softening, stimulating and rejuvenating—all at one time, Baume is effectual.

Cleanse, preserve and tone your skin with Martine Haubret Herb Products, the basic ingredients of which are natural herbs, for centuries recognized for their purifying and health-giving qualities. Martine Haubret Herb Soap, 50¢ a cake—Herb Baume, \$5.00; introductory size, \$1.50—Herb Cleansing Lotion, \$1.25—Herb Cleansing Oil, \$3.00.

MARTINE HAUBRET HERB PRODUCTS are sold at SAKS-FIFTH AVENUE; SAKS, Chicago; JAY THORPE, New York & Palm Beach; I. MAGNIN & CO. Stores, Pacific Coast; C. CRAWFORD-HOLLIDGE, Boston and other leading stores.

• For Vogue readers, exclusively, a miniature bottle of this famous Herb Baume, sent upon receipt of 25¢.

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100 Central Park South, New York City

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# VOGUE COVERS THE COUNTRY

(CONTINUED FROM PAGE 104)

(I cry out when I think of a Guatemalan cook-book), the patios and gardens, the fruits, the wines and the air, or whether it is Alfredo S. Clark himself.

Not far from The Mayan Inn, there lives an old Padre, who roams about in long flowing robes. He is German, spent his early childhood in New Hampshire, had a parish in Newark, and now says Mass in a beautiful Spanish Colonial church, the whitewashed spires fairly singing against the blue sky. The Padre is best known, perhaps, for his wonderful collection of jades, pottery, and archeological rarities. One gold plaque, for instance, the Padre covets, probably for its undecipherable hieroglyphics and more probably because it has a mate in the Peabody Museum. The Padre's plaque came from out of the hills of Chichicastenango. The Peabody Museum plaque was found in Peru. Just another link, perhaps, says the Padre.

Then comes Antigua, the beautiful sixteenth-century Spanish city founded by Alvarado, the great Conquistador of Charles V. Volcanoes spread their skirts all around the edges of the city walls, and glorious ruins of palaces, cathedrals, and roadways give a lovely rich charm of things old and infinitely beautiful. There is a grand hotel here named Hotel Manchen, run by Mr. and Mrs. Mann, who have native textiles of a great variety to sell: hand-woven fabrics, Mayan costumes, peasant shoes, belts, and baskets—all of which create a nice stir, both in your emotions and in your budget.

Last of all—we can only mention the very distant places, that you reach by donkey and on foot. As you climb along and pass lakes and occasional *fincas* (coffee plantations), you begin hearing the melodious name Quetquetenango and wonder whether you can ever travel way-way-to-nango.

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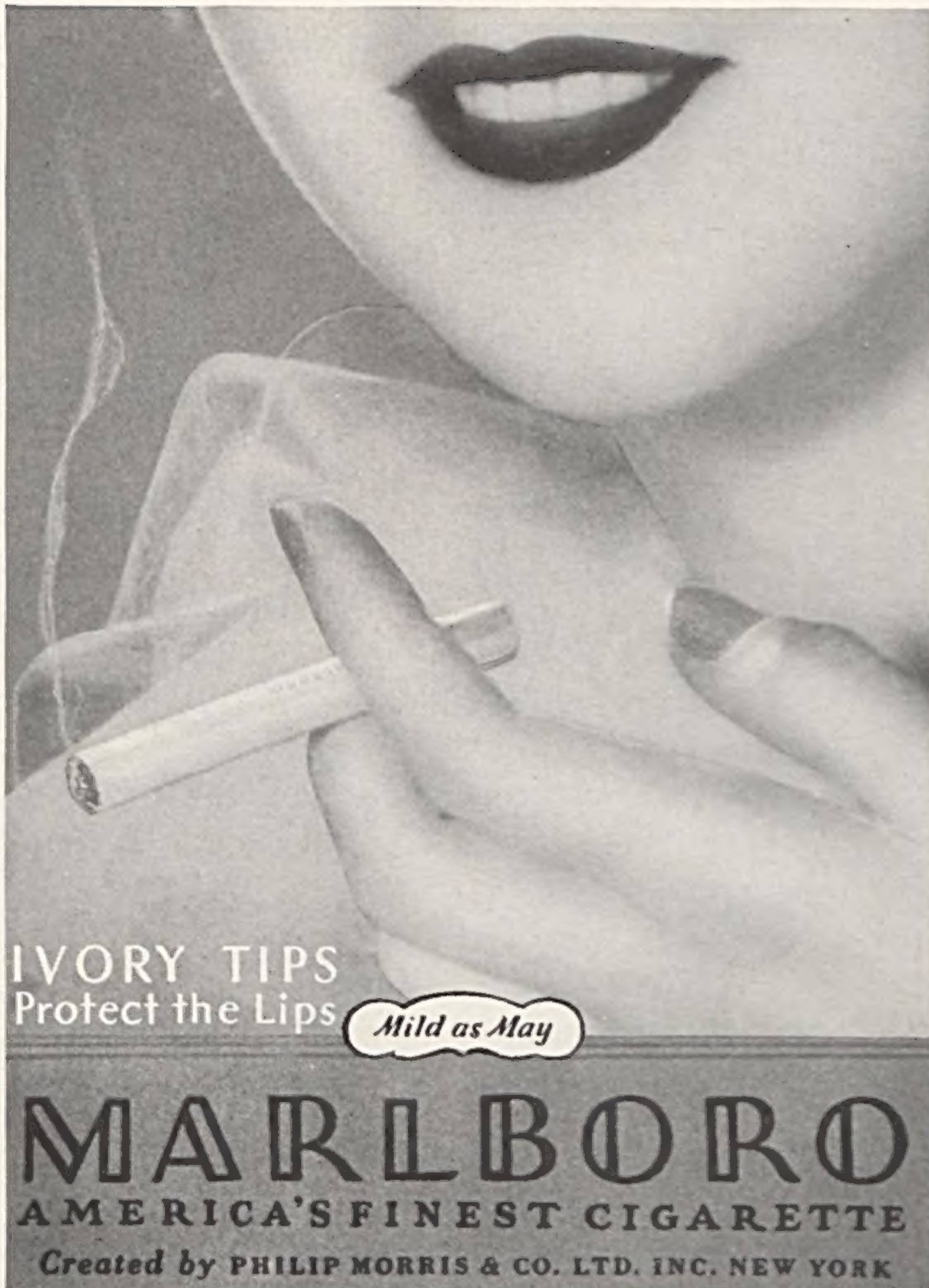
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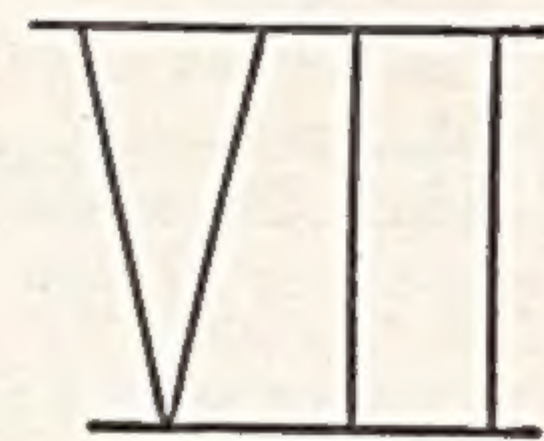
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*Luckies*



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